

PRINTERS' INK

Vol. XCV



No. 9

Another Step Forward

NOT long ago we had in preparation the advertising for a great national newspaper campaign.

The space was large. We planned an impressive art treatment. But the plating of the series to secure the finest newspaper printing gave us some concern.

Known types of engravings would not do. Engraving houses could not help us. The problem was solved right here at headquarters by our ENGRAVING BUREAU inventing an entirely new process—not an infrequent happening in this department.

Printing results of this campaign have been the wonderment of our good friends, and so ADVERTISING HEADQUARTERS are accredited with one more step forward in the art of advertising.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

ANSWERS TO ADVERTISERS

Q. What is the correct principle of advertising agency selection?

A. A European advertiser who came to this country, a stranger, went about it this way:

He asked several prominent publishers to name the leading agents; he visited each in turn, compared equipments and accounts; and met the men conversant with his own trade. He gave his business to the FEDERAL ADVERTISING AGENCY of New York and Chicago because their experience most exactly matched his special requirements.

"Put it up to men who know your market."

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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCV

NEW YORK, JUNE 1, 1916

No. 9

The Organization and Control of Branch Offices

How Some Common Problems in Branch Management Have Been Met in Specific Instances

By Roy W. Johnson

IN most large concerns some form of branch-office organization is advisable, if not actually necessary. Certain authority must be delegated to individuals who are at a distance from the home office, and they must be given a certain latitude of independent action. Their judgment must be relied upon in matters which the home office cannot be familiar with. They must have freedom of initiative, yet must not be allowed to get beyond control. Their efforts must be guided and directed in accordance with the policies of the house, yet must not be hampered by red-tape. The limits of their jurisdiction must be as carefully defined as those of a sovereign State in the American Commonwealth, yet the home office must retain the power to change those limits when conditions make it necessary. Most of the practical problems in branch-office management arise through conflicts of authority.

Just as we found in discussing advertising-department organizations, there is no such thing as a "typical" branch-office organization. In the three months and more that I have been prying into this subject and getting data from upwards of 100 well-known concerns, I have not found any such thing as a standard form of organization. Each concern has its own peculiar conditions to deal with, and the organization must fit those conditions. Therefore, these articles will be chiefly made

up of the descriptions of actual branch-office organizations, just as they were given to PRINTERS' INK by the men directly concerned in them. The present writer has no thesis to maintain, and does not intend to do very much talking anyway. He is simply performing the function of getting the information together in one place. Readers of PRINTERS' INK may be trusted to adapt such facts as are applicable to their own problems.

For convenience sake we may divide branch-office organizations into certain groups: (1) Branch sales offices selling direct to consumers in exclusive territories; (2) Branches which sell to jobbers; (3) Branches which sell to dealers and compete with jobbers; (4) Branches which sell to consumers and compete with dealers. Those divisions are very roughly drawn, and do not by any means include all the known varieties of branch offices. There are, for example, service branches (which do not sell goods at all), branch warehouses maintained at convenient shipping points, buying branches, etc., none of which come within the scope of this article. But for the purposes of this discussion the classification set forth above is a convenient method of subdividing the material.

The Otis Elevator Company sells its product direct to the user. It has ninety-one branch offices in the United States and ten in

Canada, besides a large number of foreign branches. The organization which controls the branches in this country is outlined as follows in a letter to PRINTERS' INK:

"We probably have increased the number of our branch offices, of which approximately 75 per cent are service offices, only by about fifty during the past seven or eight years. At the present time practically every large city in the country is now supplied with an Otis service office, and there is little chance of rapid development along this line during the next few years. The country is divided into ten zones with zone head offices at Boston, New York, Philadelphia, Atlanta, Cleveland, Chicago, Omaha, St. Louis, Houston and San Francisco.

"The business in each zone is conducted under the direct authority of the district sales manager who is responsible to the headquarters at New York City for all phases of the business. None of the subsidiary offices in any zone is allowed to communicate direct with the zone headquarters at New York, and all business matters must in consequence pass through the zone office under whose jurisdiction the branch office is.

"At the present time we have no so-called promotion men in the field but, did this condition exist, I am inclined to think they would be responsible to the zone headquarters at New York.

"The district manager is strictly on a salary basis, and in some cases he is an officer of the corporation of the Otis Elevator Company, of New Jersey, and in other instances an officer of a separate State corporation.

"Most of our direct advertising matter is distributed to the zone offices and mailed from those points. Where direct matter is sent from the advertising department located at New York, postage expense, etc., is charged up against general advertising and not against the branch office into whose territory the mail matter goes. All inquiries resulting from such direct-by-mail advertising

are received at the New York head office, which responds with catalogues or other printed matter. The inquiry is then referred to the proper branch office for follow-up, no further effort being expended by the central advertising bureau."

CONFLICT OF AUTHORITY IN HANDLING PROMOTION MEN

The foregoing statement touches briefly upon a very common problem in branch-office management; the handling of promotion men and the direct advertising which goes into the territories of branch offices. It is sometimes a very difficult question to decide just to what extent the promotion men should be controlled by the branch managers, and to what extent by the home office. If they are placed exclusively under the direction of the branches they are likely to be used solely for immediate results, and the broader opportunities which can show results only in the future are likely to be neglected. On the other hand, if they are controlled exclusively by the home office, it is sometimes hard to get the proper degree of co-operation on the part of the branches. The branch manager has his own plan of campaign which is framed for the purpose of making this month's quota, and he is often disinclined to change his programme so as to fall in with the plans of the promotion man who is responsible only to headquarters. Then too in some organizations there is likely to be a feeling of jealousy on the part of branch managers who think they have not received their full share of the promotion work. It is one of the practical problems of organization to anticipate such conditions and provide the means for correcting them.

Quite similar is the problem of handling direct advertising matter. If its cost is charged against the branch, the branch manager may feel that he is entitled to control it. If it is not charged against the branch, it is harder to get co-operation, and any branch manager is at liberty to feel hurt because his neighbor is

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Allston

Total Capital Invested in Manufacturing and Merchandising in the U. S. Approximately

\$30,000,000,000

(See U. S. Government Reports)

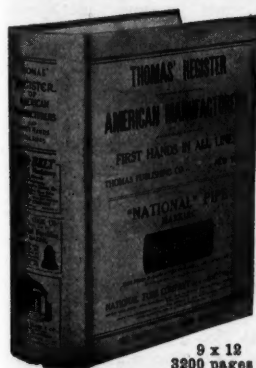
About 40%, or **\$12,000,000,000** is the capital represented by those who bought Thomas Register since Oct. 1st, 1915, for use as their Purchasing Guide.

(See Audit Bureau of Circulations report, Feb. 1, sent upon application)

An unparalleled "Purchasing Power" circulation. Probably bought and used primarily as a **Purchasing Guide** to a greater extent than all other publications combined.

Last Edition (October, 1915) Entirely Exhausted
New Edition Ready September Next

OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS



9 x 12
3200 pages

300,000 Names, \$15.00

It instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from \$500 to \$1,000,000. It instantly shows who makes any special brand or trade name. Many other valuable features.

We aim to list every manufacturer free of charge and regardless of patronage. At reasonable rates we publish, in addition to the name, descriptive matter, extracts from catalogues, circulars, etc. Such matter printed under appropriate classifications in this work, is **PERMANENTLY RECORDED** in thousands of places where buyers look, and will be read by the **RIGHT PEOPLE at the RIGHT TIME**, i. e., Large Buyers, at the time when they want to buy. It attracts *first* attention, and furnishes the Buyer detailed information that he wants but cannot get from simply the name of the manufacturer. It costs less than to mail a one-cent circular to each user of the Register.

1271 American Manufacturers published such matter in the 1915 Edition.

INFORMATION HEADQUARTERS FOR LARGE BUYERS

Thomas Publishing Company, 134 Lafayette Street, New York

BOSTON:
Allston Station

PHILADELPHIA:
Land Title Building

CHICAGO:
20 W. Jackson Blvd.

SAN FRANCISCO:
311 Cal. St.

LONDON:
24 Railway Approach

apparently getting a larger slice of the appropriation. A good many concerns meet the difficulty half way by sending direct advertising into those territories where the branch managers will agree to pay the postage—all other costs being absorbed by the general appropriation. That plan, however, shuts the company's direct advertising out of those branch territories where the managers are not convinced of its value. Here again, it is a problem for the individual organization to solve in its own way.

A great many concerns in recent years have adopted the system of dividing the country into zones or districts, with a manager in charge of all branch offices in each district. Many products are sold by agents and representatives (not dealers who buy outright for resale) as well as by the company's own branch sales offices. In such cases the branches often have a supervisory authority over the local agents in their territories. In other cases that supervisory duty is in the hands of promotion men who are more directly under the direction of the home office. The Dahlstrom Metallic Door Company, of Jamestown, N. Y., finds it convenient to combine both methods.

"We are maintaining only four direct offices," the company writes: "in New York, Chicago, Detroit and Washington; all other offices are purely commission offices. We have field men, who might be termed promotion men, who have supervision over a certain number of commission offices, and in the case of our Chicago office our branch manager exercises supervision over a wide territory with commission offices under him, otherwise the promotion men are controlled direct from the home office.

"Our experience has been that commission representatives do not, as a rule, spend the time to master all the details connected with the line, and when a prospect has been brought to a certain point our direct representative will be of great assistance by

bringing his greater knowledge of the details to bear upon the subject.

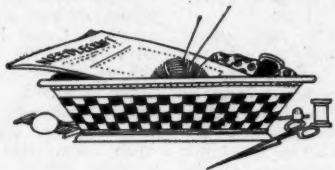
"Our line of goods is of such a nature that it is necessary to come into personal contact with prospective customers, and a branch office or commission representative is able to do so without excessive traveling expenses. The territory of commission representatives is apportioned according to the field that they desire to cover. The manager of a strictly branch office is on salary basis and is not an officer of a separate corporation. The jurisdiction of the home office is superior to that of any branch office and covers the entire territory."

SPECIAL SALESMEN FOR BIG ORDERS

Another concern which sells both through its own branches and through outside representation is the Detroit Steel Products Company. Its organization is described for PRINTERS' INK in the following outline:

"Like most large manufacturing concerns, our sales department has divided up the United States, into certain territories, controlled by a branch office or a representative. We have branch offices established in the larger cities of the United States, such as New York, Chicago, Boston, Philadelphia and Washington, while other large cities are controlled by representatives. In many cases, these are manufacturer's agents, handling lines allied to ours.

"Our branch offices are under charge of branch managers, who are appointed by this company. Each has a number of salesmen under him who work on a salary, as do the managers. Our branch managers do not pass on credit, and all of their sales are subject to the approval of the home office. They are not charged with a share of credit losses in their territories. They do not hire individual salesmen, and they do not control promotion men in their territories. This is done by our home office, who, of course, get the recommendation of the branch-office manager. The basis



NEEDLECRAFT

lives in the work-basket for weeks at a time.

Then often it is lent a neighbor who wants to make something described in it.

Then it is put away for reference until Christmas present time comes.

Compared with most women's magazines, **NEEDLECRAFT** has as many lives as the family cat.

Now Over One Million

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

for apportionment of territory depends upon two things, first, the volume of sales, and second, the total building business in the territory.

"We have one or two special salesmen who co-operate with the branch office in landing big orders. These men are subject to the authority of the home office, and work under its direction. We render every possible assistance to our branch managers in the closing of business and these special men are sent out as needed.

"Our Fenestra windows are largely used in industrial buildings, factories, foundries, and similar types of buildings. Inasmuch as the window dimensions on various buildings differ radically, it has always been necessary for this and other steel sash companies to estimate the requirements of each particular job. Thus, a large amount of preliminary work is required before a contract can be signed.

"The advertising department of this company is organized to aid the branch offices in every possible way. We subscribe to a large number of construction-report systems, which keep us informed as to the progress of all large building operations around the country. Letters are written to the owners, architects, or contractors on these jobs and are followed up. This work is all handled by the home office, although copies of these various construction-report letters are sent to the branch office for their own information. After we have an estimate on the job (or have been given the privilege of estimating the window requirements of the particular building in progress), our branch offices follow the job up, sending us at regular intervals reports as to their success.

"Our branch offices also supply us with lists of architects, contractors and owners to whom they desire advertising literature to be sent. We have an extensive mailing list and send to it at regular intervals letters, folders, and booklets."

The question as to whether it

is better to hire branch managers on straight salary, or straight commission, or salary plus commission does not admit of any direct answer which will fit all cases. Generally speaking, it seems to be the common practice to pay salaries where there is a large amount of preliminary work which must be done before a sale can be made, and to rely upon commissions where it is a straight selling proposition. No hard and fast line can be drawn, however.

Some concerns credit branch managers with a flat commission of 30 to 40 per cent on all sales in the territory. The branch manager pays all of the expenses of maintaining the branch office, and hires his own salesmen much as if he was running an independent business. Sometimes he is also responsible for credit losses in his territory. Other concerns pay the expenses of maintaining the branches, and the branch manager draws a salary plus a bonus on increased business. Again, the branch office may be literally an independent corporation, with the controlling interest vested in the parent concern.

An article to follow will describe some branch-office organizations which perform the functions of jobbers or dealers.

"S. & H. Stores, Inc.," New 10-Cent Chain

The S. & H. Stores, Inc., have been organized under the laws of Delaware to continue the business of the United Five and Ten-cent Stores. The assets of the latter were recently sold at a bankruptcy sale in the U. S. District Court to Vernon C. Brown, vice-president of the Sperry & Hutchinson Company. The new company has a paid-in capital of \$100,000.

The president of the new concern is George B. Caldwell, who is also president of the Sperry & Hutchinson Co. Mr. Brown is vice-president, the secretary is W. J. McKee, and the treasurer is F. B. Warren. The head office of the company will be at 2 West Forty-fifth street. The headquarters of the Sperry & Hutchinson Co. are at that address.

Hindle Now Space Buyer

J. C. Hindle, of the H. E. Lesan Advertising Agency, New York, has been made space buyer, a position formerly held by H. L. Miller.

The Domi- nant Idea

—Its discovery and presentation represent the greatest Advertising and Merchandising Service we render to our clients. Write for Joseph H. Finn's "Bigger, Better Business."

NICHOLS - FINN
ADVERTISING COMPANY
222 SOUTH STATE STREET - - CHICAGO



How American Chicle Is Clearing the Way for Its Million-dollar Drive

Based Upon an Authorized Interview by Paul Findlay with

George W. Hopkins

General Sales and Advertising Manager, American Chicle Company

THE American Chicle Company has begun its "million-dollar drive" to win dominance in the American gum market. When a \$13,000,000 corporation mobilizes new officials and commanders an advertising appropriation that runs into seven figures, developments of an informative and spectacular nature are bound to occur.

The company is an old one. Its various brands—Adams' Pepsin, Beeman's, Black Jack, California Fruit, Sen-Sen, Kis-Me, Chiclets, Yucatan, etc.—have enjoyed for years a strong demand nationally or locally. But competition of late years has come along apace, and, by lavish and courageous advertising, has established a demand on an almost unprecedented scale. New gum-chewers were being created every second and the American Chicle Company made up its mind that it would be good business not only to hold old customers, but also to have its share of the new business.

This programme meant a campaign of education on a big scale. It meant adoption of a kind of merchandising unknown in the earlier history of the company. The way the jobbers have already been lined up, of itself, will repay one who reads what follows:

The plan is a country-wide campaign so comprehensive that

no hamlet will be missed. The old, well-known brands are to be re-established in universal favor. Men in position to know what they are talking about say that money will not be stinted in the work, and probably more than a million dollars will go into publicity and direct sales-effort before this great drive is finished.

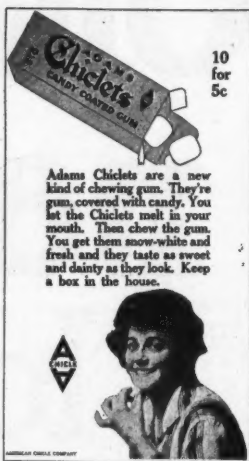
How is the work to be done—what methods are to be employed — what means used to invest this huge sum of money advantageously?

The efforts will be confined exclusively to old-time distributive channels, covering the entire country — "zone by zone."

The work has just started in New England with a comprehensive advertising and sales campaign. The scope of the advertising can be grasped from the statement that moving - pictures are used first, then newspapers — 188 in the New Eng-

land zone—finally a blanket poster campaign. When the country has been covered by zones and distribution thus obtained, it is probable that magazines will be used extensively.

Concurrently with this advertising, American Chicle has inaugurated a thoroughly logical sales-campaign; and it is this part of the work that specially interests us now. The company's conviction is that old-line distribution



Adams Chiclets are a new kind of chewing gum. They're gum, covered with candy. You let the Chiclets melt in your mouth. Then chew the gum. You get them snow-white and fresh and they taste as sweet and dainty as they look. Keep a box in the house.

CHICLE

THIS NEWSPAPER COPY IS 160
LINES DEEP ACROSS THREE
COLUMNS



11 EAST 36TH STREET
NEW YORK

SEVERAL weeks ago, Mr. Hotchkin of the CHELTENHAM Agency made an address before the Sphinx Club, New York, in which he suggested to manufacturers "Twelve Ways to Make a Million."

The address was reported in hundreds of newspapers throughout the United States; then was used by cartoonists, and later developed into a full-page feature for the colored supplements of Sunday newspapers.

The conception of ideas that command nation-wide attention is part of the day's work of this organization.

CHELTENHAM
Advertising Agency, Inc.

is best and that, if properly handled, it can be co-ordinated into harmonious activity that will produce better than any freak or "forcing" plan could ever do. So the first point of contact is the jobber; and it goes after the jobber on a remarkably broad policy plan.

The company commenced its work in the first "zone" by inviting the New England confectionery jobbers to meet with its officers at a dinner in Boston, entirely at its expense, including hotel bills. It is remarkably indicative of the good will it enjoys among those men that ninety-four of them came to that dinner. George W. Hopkins, general sales and advertising manager, who brings to his new work his years of experience with the Loose-Wiles Biscuit Company, relates what occurred:

"It was our plan to deal honestly and sincerely with those men. We had tied the bull outside. We had no song-and-dance spiel to play up. There was to be no shinnanigan about the conference. But I can assure you that the sight of all those jobbers thus come together at our invitation was nothing short of an inspiration. It required no effort whatever to lay our cards on the table and talk brass tacks right out in that open meeting.

"After the dinner we had a talk by C. A. Reynolds, president of Boston Jobber Confectioners Association, S. P. Adams, vice-president American Chicle Co., W. F. Dailey, of the Cheltenham Agency, and E. P. Goudy, our old-time New England salesman—who talked the plain, familiar language of 'the boys on the road,' which all of us understand so well that everything was happily lubricated for our own addresses. The first truth we told those men was so obviously sound that they could not but believe us. We expressed to them our feeling that we were under deep obligation to them for taking their own time and making the effort necessary to gather there to meet us, thus saving us the time and expense of going to see them each

in his own office—in ninety-four different locations.

ANALYZING JOBBERS' EXPENSES AND MARGINS

"Then we did what I think was never done before at a similar meeting. For we analyzed their expense of doing business and what they lost through selling chewing-gum at 'cost.'

"Now, do you know that a peculiar condition prevails among many of the smaller jobbers, both grocery and confectionery? The condition is just as much demoralized among those men as among retailers. A few of the larger ones know what it costs them to do business—just as among grocers; but the smaller ones are 'going it blind' and sticking to old practices just because the other fellow does so. So, just as in the retail business, the ignorant ones fail to make a net profit commensurate with their volume of overturn, and not only that, but they thereby prevent those who know better from making what they should make.

"We detailed many of their faulty practices, such as: Charging no rent against themselves for premises owned; charging no depreciation on horses and wagons; and the practice of many smaller jobbers of employing wives, daughters and other members of their families as bookkeepers, shipping clerks or wagon men, without charging fair wages for their services into their expense accounts. You would hardly think that any jobbers could be thus careless of logical accounting; but the facts were well attested after that meeting, when many of the men present came to us and thanked us for pointing out to them these special instances wherein they freely acknowledged that they were at fault. With such things taken into account, it is found that the confectionery jobber does business under an expense of from 14 per cent to 16 per cent.

"Not for a long time has any such jobber sold chewing-gum because he wanted to. He has

(Continued on page 17)

Brooklyn is two-fifths of "Greater New York" in population, buying value, and influence.

And the Standard Union is today the Brooklyn paper of largest circulation and influence.

What Three Department Heads Think About TODAY'S MAGAZINE FOR SEPTEMBER

Miss Splint, the Editor, says:

"This issue is the fruit of a year's careful planning. It is by far the best issue of any magazine I have produced. I leave it to you to say whether, regardless of its price of 5 cents a copy, the character of household departments and the fiction are not on a par with any 15 cent magazine. The main point, however, is not that the September issue contains good matter, but that every sentence has been sifted with the single thought of maximum subscriber service."

Mr. Vonderlieth, the Circulation Manager, says:

"I put in the best three years of my life to make our 800,000 better before I was willing to let TODAY'S make itself bigger. The fact that our edition for September will exceed 900,000 copies proves that that time has now come."

Mr. Nye, the Advertising Director, says:

"From an advertising standpoint the September issue of TODAY'S will be one of the biggest we have ever published. I have every reason to believe both from the increased circulation and the increased responsiveness of our subscribers that advertisers will be surprised at the decisively greater pulling power. I ask every advertiser to give careful consideration to the use of this issue. Get your share of prosperity. 900,000 circulation, \$3.50 a line. Closing date July 1st."



Political Advertising

The voter makes up his mind most lastingly when he gets the arguments of both sides all at once.

Knowing this, The Farm Journal is willing to open its columns to political advertising, provided that both sides use equal space in the same issues.

From the publisher's viewpoint, this is, perhaps, a new plan—but in reality it is as old as the hills.

Such a plan would

once have been called a public forum; later it was known as a joint debate; to-day it is known as giving both sides the fair deal.

In this connection, we quote from a Michigan voter who answered our question as to presidential preferences—

"I would like to see for our new President a man who has old-fashioned Bible religion, and wisdom and tact like Mr. Lincoln."

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sold it because he had to. And he has sold it without profit. What does that mean? That he 'got his money back'? By no means. It means that he paid from 16 1/3 per cent to 20 per cent out of his own pocket for the privilege of distributing chewing-gum—as is plain if you will add to his cost the ratio which results from computing 14 per cent to 16 per cent on sales.

"This talk was so frank that they seemed bewildered. I caught the expression on many faces that they did not know what we could be driving at, to thus apparently talk against the sale of our own goods by showing them that our goods were unprofitable to the jobber. But there was tense silence in the room. Every man was listening; and I knew then that we had achieved what we were after—to convey to them the fact that we were absolutely sincere with them.

AMPLE MARGIN FOR JOBBERS

"Then we clinched the argument by saying that there was just one thing American Chicle wanted from the jobbers. That was that they *retain to themselves an adequate margin on our goods*. And we added that we ourselves would demonstrate emphatically and clearly that this could be done by selling every box of our gums at a price that would net the jobber not less than 10 cents a box, which would show them an average of about 19½ to 20 per cent on their sales.

"After that it was not hard to keep their attention while we unfolded our advertising plans. We showed them just what we intended to do in New England, and made it graphically clear to them. It is difficult for anybody to visualize 188 newspapers. Many men might be inclined to doubt the existence of 188 in the New England field. So we had a sample of each paper, in its wrapper, on the table. They were corded up in a big pile, and we pointed to them, touched them and told our hearers to count and examine them after the meeting was over. Then I turned

over one paper that I had opened and showed them our first ad. At the same time we called attention to portfolios, which had been distributed throughout the room, made up of our entire projected newspaper campaign; and you will note that the specimens are printed on news stock, so that they appear just as they will look when run in the papers.

"We closed the talks with an intimation that we wanted our prices maintained, and yet we did not say that nor did we use words which sounded a bit like it. We put it up to them that all this co-operative work of ours is really selfish because we are committed to the policy of selling exclusively through jobbers. Hence, if they do not get the same prices as our salesmen get, they will make no profit on American Chicle goods; if they make no profit, they will naturally lose interest in those goods; if they lose interest, they will not push the sale thereof; and if they do not push the sales, we shall lose out because we have no other outlet. We relied on making this emphatic enough to convey the thought that we must have uniform prices; but we naturally added the offer to co-operate with them in every way to the end that our chewing-gums would continue profitable to them.

"There really is no reason why jobbers and retailers should not get full prices for chewing-gums; and there is surely room for everybody in this business which already totals \$60,000,000. The unit package which retails for five cents is priced at such a popular figure that any consumer will pay five cents as readily as any cut price; and the retailer who pays sixty-five cents for twenty packages realizes a gross margin of 35 per cent. Hence, not only is it perfectly normal and natural for our prices to be maintained, but we have demonstrated that they can be maintained without trouble through the work done by our own salesmen. Moreover, chewing-gum is about the most efficient leader a retailer can have, for it attracts people constantly; and it does this

while paying a good margin. So, from every standpoint, chewing-gum should be sold at regular prices.

HOW THE SALES STAFF WAS SELECTED

"While we are thus promoting reciprocal effort among the jobbers, we are building a fine assortment of salesmen. These men begin in the grade which we call 'junior'; that is, they work under direction of experienced chewing-gum salesmen. Sixty-four of the 'juniors' went out over New England in the beginning of this present 'Chiclet drive.' That crew will cover New England very thoroughly, and then move on to a new zone. For it is the intention to carry this Chiclet campaign clear across and over the country until it is all covered. But the work does not stop there. Always there is a certain proportion of dealers who cannot be sold the first round. They are the 'men of little faith'—or such as have had their faith in sales-promises shattered by want of performance—who must see and feel actual results before they will purchase even a box of gum. Usually such dealers begin to feel they have made a mistake about a week after the crew has made the first round, and those men are visited by special salesmen who glean the field clean.

"The sixty-four 'boys' whom we sent to New England were the selection from about 250 applicants. In culling out these men I suppose we follow some of the 'unsystematic' methods of most men who have risen from the bottom round of the ladder of salesmanship; for I cannot say that we have any special method—except one: We paint the picture as black as possible to each applicant. If he has a quick comeback, a bright rebound from depression, he has a chance. If he hesitates, or manifests discouragement, we gently but none the less firmly let him depart; because we cannot waste time and money on weak sisters. Aside from that test, I fear that we just size a man up and try to use intui-

tion and horse-sense. But the 'boys' are made to understand that they can well afford to make good for American Chiclet, because we plan to use the same crew continually, taking them across the country. Naturally, this involves the use of all we start with and all the good men we can gather up, for those who are promoted to crew management, senior positions, special followers and other advanced positions must thin the ranks about as rapidly as we can replenish with the right material. Two of that first crew are already promoted. The notices of their promotion are going into the first issue of our house-organ, that others may see and thereby be stimulated to greater efforts.

"The men are paid a salary and commission. For the salary they are expected to produce a certain minimum. That minimum is fixed by our experience as covering a good day's work. But, while we do not expect them to work more than regular hours, we impress on each one of them that there is no law against his making his evenings count. He can do that to better advantage in the chewing-gum business than in many others, because gum is sold by druggists, confectioners, on newsstands—in a hundred places where evening business is carried on. So the salesman can combine business with recreation, selling a box here and there while spending the evening not at all unpleasantly, visiting his friend, the cigar-man or confectioner. If the salesman thus adds to his sales and earns good commissions, that man is in line for promotion if he has the useful additional faculties.

"But this is not all the preliminary help we give the 'boys.' They are sent through a school of special instruction before they are permitted to sell a thing. Then they have plenty of steady road-coaching. I may say, too, that even if the minimum amount of sales is not immediately forthcoming, such fact is not always regarded as conclusively against the man. If he shows the right spirit so that we think he is going

Circulation Figures With A Meaning

This week's issue

911,000 Copies

The issue of May 6
was 905,000 copies.
Thus in one month
this makes Collier's

Gain 6,000 Copies

Collier's

5¢ a copy

THE NATIONAL WEEKLY

New York—Chicago—Boston—Philadelphia

"I advertise in Collier's because I believe it is one of the few publications in America that makes men think."

At just this time you will want to read "THE CAMPAIGN AT CHICAGO," by HENRY J. ALLEN, in your June 3rd Collier's.

to come; if he is industrious, of good address, and sincere, we are apt to waive a few rules and requirements. As I said, you can see that we are quite 'unscientific' in some of our ways. Yet the method must be fairly good, for of the sixty-four sent out on that first charge, only two have failed to remain with us so far—and that is not a heavy mortality.

"Yes: there is a better standard of conduct among salesmen nowadays than formerly. We find very few men who booze on the job—very few even who drink as little as a glass of beer. We do not prohibit such moderate drinking, outside of working hours, as does not interfere with the work. But just the same, they realize to-day that boozing is not fashionable. 'Entertaining funds' are no longer recognized, of course, and they are impressed with the true idea that buyers have no time for any foolery—buyers are busy men who want to do business during business hours and little besides rest after hours. Altogether, I am pleased to say that most of the boys recognize the solid fact that American Chiclé offers them not merely a 'job,' but an educational opportunity. There is room for them to climb as high as they are capable of climbing. Of course, there are some plodders who go the same rounds year after year, and those are valuable men, too; but we are after the men who want to progress and we have the field for their ample development."

"Collier's" Representatives in Conference

All of the advertising executives and representatives of *Collier's* met in conference at Briarcliff, N. Y., during the week of May 22. The adoption of some new policies and a re-arrangement of the handling of part of the business were the primary reasons for bringing the men together. Briarcliff was selected as the meeting place in order that the meetings might be free from the interruptions and distractions of a large city.

Golf and tennis tournaments were held during the recreation periods—the golf cup being won by Sherman H. Ellis, of the Chicago office, and the tennis cup by Kenneth Warden, of New York. The conference ended Friday night with a theatre party in New York.

Rankin Heads Western Agents

William H. Rankin, president of the Mahin Advertising Company, was elected president of the Western Advertising Agents Association at its meeting in Chicago last week.

This association is made up of advertising agencies located in all the leading cities west of the Alleghenies, including Cleveland, Detroit, Cincinnati, Indianapolis, St. Louis and San Francisco, with headquarters in Chicago.

J. Howard Start was elected vice-president and James O'Shaughnessy was unanimously re-elected secretary and treasurer. The directors elected were Stanley Clague, of Taylor-Critchfield-Clague Company, Chicago; F. C. Cramer, of the Cramer-Krasselt Co., Milwaukee; E. E. Critchfield, of Taylor-Critchfield-Clague Company, Chicago; W. C. D'Arcy, of D'Arcy Advertising Company, St. Louis; Carl M. Green, of the Carl M. Green Company, Detroit; H. H. Mallory, of Mallory, Mitchell & Faust; Jesse F. Matteson, of Gundlach Advertising Company; William D. McJunkin, of Wm. D. McJunkin Advertising Agency; James O'Shaughnessy, of O'Shaughnessy Advertising Company; William H. Rankin, of Mahin Advertising Company; J. Howard Start, of Charles H. Fuller Company; Paul V. Troup, of Lord & Thomas; and James H. Ward, of Dunlap-Ward Advertising Company, Chicago.

At the conclusion of the meeting Stanley Clague, the retiring president, was presented with a gold watch.

Advertising Women Re-elect Officers

At its annual election of officers last week the New York League of Advertising Women re-elected the following officers: president, Miss J. J. Martin, advertising manager of the Sperry & Hutchinson Company; vice-president, Mrs. Caroline L. Overman, of Churchill-Hall; secretary and treasurer, Miss Mabel Graswinckel, advertising manager of the American Steel Export Company.

The board of directors consists of the officers and Miss Ella S. Leonard, Miss Effie Archer, Mrs. W. E. Mead, Miss Anna R. Rosenblatt, Miss M. Simmons and Miss Ida Clarke.

Joins Royal Equipment Company

Morton F. Judd, formerly sales manager of the optical equipment division of the American Optical Company, Southbridge, Mass., has become associated with the Royal Equipment Company, Bridgeport, Conn., as assistant sales manager.

Railway Appoints Agent

The advertising of the development department of the Seaboard Air Line Railway Company during the coming year will be placed through the Thomas Advertising Service, Jacksonville, Fla.

PRINTERS' INK



Confidence

Over 300,000 subscribers have implicit confidence in The Designer. Our explicit guarantee means that they take your advertisement at face value.

THE DESIGNER

Here is our guarantee printed in every issue:

"We absolutely guarantee the reliability of every advertiser in The Designer. If any reader incurs a loss through misrepresentation of goods in any advertisement in The Designer, we guarantee that this loss will be refunded. If the advertiser does not make it good, we will."

The Designer



The Hill Publishing Company takes
pleasure in announcing that

William Buxman

formerly business manager of
Power has been appointed
business manager of

Engineering News

New York City





The Hill Publishing Company also
takes pleasure in announcing that

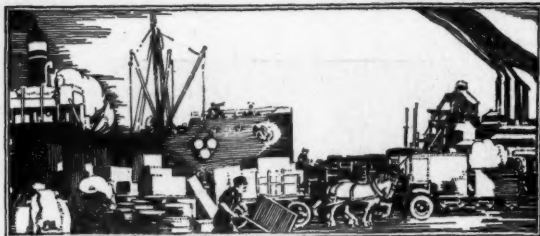
Geo. E. Andrews

formerly solicitor in the Middle
Western Territory for Power
takes Mr. Buxman's place
as business manager of

Power

May 22, 1916





Philadelphia Leads Liverpool

"Few persons know that the commerce of the Port of Philadelphia in the last normal year of shipping exceeded that of Liverpool by 3,000,000 registered tons."

GEORGE S. SPROULL,
Secy., Com. of Navigation.

HALF the world is clamoring for goods manufactured in the vicinity of Philadelphia. And half this great Metropolitan city is peopled by the labor engaged in meeting this demand, the skilled workers whose daily payroll is nearly one million dollars.

THE Public Ledger-Evening Ledger cover the purchasing power of the whole community. The morning Ledger is read by the employer and his executives—the Evening Ledger by 120,000 better-than-average workers. Together, 180,000 strong, they command the city's commerce!

PUBLIC  LEDGER

MEMBER A. B. C.

Bethlehem's Nation-wide Campaign for Private Armor Manufacture

Steel Company Takes Paid Space to Answer Rumors and Set the Public Right About Itself

THE latest recruit to paid advertising is the Bethlehem Steel Company. As suggested editorially by PRINTERS' INK, this company is now buying space to advertise its position in the matter of private versus Government manufacture of armor-plate. What is one of the largest campaigns in point of numbers of mediums used for a quasi-public purpose is that which this company started last week. The list comprises approximately 4,000 newspapers all over the country, including country weeklies, as well as leading dailies.

The purpose of this campaign is to lay before the public this company's side of its case in favor of private manufacture of armor-plate in the face of the imminent possibility that Congress will pass the bill, already passed by the Senate, providing for a Government armor-plate plant.

The swiftness with which the Senate passed this bill early in the year alarmed the Bethlehem officers, who foresaw its equally swift passage by Congress, and the simultaneous ruin of its \$7,000,000 armor plant. In desperation, as an eleventh-hour measure, the company consulted Ivy L. Lee, former assistant to the president of the Pennsylvania Railroad, and now acting in an advisory capacity in matters of public relations for the Rockefellers and other interests.

According to Mr. Lee, the speed with which the bill was reported for passage in Congress made haste imperative. It was uncertain, indeed, whether there would be time for putting into effect any publicity plans. A series of bulletins setting forth the company's contentions for private versus Government manufacture of armor-plate, addressed "to the Members of Congress," was produced and sent to Congressmen and to the newspapers.

The bill was not passed on at once, however, but was sidetracked for other business. Without definite knowledge as to how soon it would be reported again, the company then decided to make public these bulletins in their entirety by buying space in the Washington dailies and running the broad-sides just as they appeared in bulletin form.

Among these bulletins, No. 9 contains a paragraph or two of especial significance to the advertising world. This is the advertisement headed "A Mistake in the Policy of the Bethlehem Steel Company."

"The mistake of the Bethlehem Steel Company," continues the copy, "has been that it kept quiet. We have allowed irresponsible assertions to be made for so long without denial that many people now believe them to be proven facts. We shall make the mistake of silence no longer. Henceforth we shall pursue a policy of publicity. Misinformation will not be permitted to go uncorrected. It is and has been the policy of our company to deal with the American Government in the frankest and most liberal manner. We expect henceforth to place the details of all these relations before the American people."

As there was a great deal published following this company's offer to reduce the price of armor-plate from \$425 to \$395 a ton, after the passage of the bill in the Senate, one of the advertisements took up this matter, making the explanation that "any return, however small, on the cost of our plant is better than the loss of the whole plant."

Before the appearance of this Washington advertising campaign, the Bethlehem Steel Company was criticized for trying to press-agent its campaign. Many prominent newspaper publishers, including

officials of the A. N. P. A., protested to Mr. Schwab that this was a proper subject for paid advertising, rather than for free "help" in the editorial columns. Thereafter all the bulletins sent out bore a slip reading, "To the newspapers: the enclosed material is not intended for publication. It is a copy of a statement sent by us to members of Congress, and is forwarded to the press and others only as a matter of information."

When it became apparent that there was still time to spread the company's propaganda beyond the District of Columbia, it was decided to lay the company's case before the whole electorate of the United States through a blanket newspaper campaign of advertising. A second series of statements, this time addressed "To the People," was prepared, setting forth the same reasons why the company is opposing a Government armor plant.

National media are not being used simply because of the uncertainty when the bill will again come up, and the possibility of action on it one way or another before some of this advertising should appear.

This national newspaper campaign started Monday, May 22d. The first ad was the announcement, already mentioned, about the mistake this company has made in keeping silent. The second of the series was the statement, "Why We Are Opposing a Government Armor Plant."

Obviously, it is uncertain just how long this advertising will continue. The copy is being placed by the Frank Presbrey Company.

"We have instructed the advertising agents to place this advertising," said Mr. Lee to a representative of PRINTERS' INK, "regardless of friend or foe. You know the tendency of some persons to insinuate, when they see a concern paying money for advertising, that it is trying to buy up the press. We ask for no free publicity, and ask no favors. The only consideration we have followed in the choice of papers is circulation. We want in this advertising

first of all to get to the people.

"All we want to do is to let the people of the country know our side. It has been suggested that we include coupons in our copy, asking the public to sign them and send them to their Congressmen, demanding the defeat of the bill. That isn't just what we're driving at. We simply want to inform the public fully about the situation, and let it decide for itself what to do.

"That's why we have decided to take paid space. We fully realize that the most effective way of placing the Bethlehem's case before the people is to buy space and frankly tell the Bethlehem's story; writing our own headlines, editing our own copy, over our own names.

"That's why Mr. Schwab and Mr. Grace sign every advertisement. We want our copy to appear as a bona-fide statement; not over the mantling signature of an association of, say, steel manufacturers, but to be frankly the mouthpiece of the highest officials in the company.

"The company wants the people of the country to be fully informed on the situation, no matter what action Congress may take."

First Get a Basis of Comparison

PHILADELPHIA, May 25, 1916.

Editor of PRINTERS' INK:

I am surprised that so astute a publication as PRINTERS' INK should have fallen from grace in setting up the population standard as the one that determines "the leading city."

On page 20 of this week's issue, I observe a little paragraph quoting a note from one of the Poor Richard Club booklets—"In 1830, Philadelphia was the leading city of the United States."

It is not the thought of the Poor Richard Club that Philadelphia will lead New York in population; it is our thought that Philadelphia can and undoubtedly will be the leading American city, speaking largely from a producing viewpoint. It is said without contradiction that Philadelphia is the world's greatest workshop, meaning both in variety and extent of manufacture. There are some other ways in which Philadelphia leads—just for instance, let me remind you that seven magazines are issued every second here in Philadelphia. Can this record be equaled anywhere else?

IRVIN F. PASCHALL.

Posters Combat Grade-crossing Accidents

This year posters will augment the newspaper advertising to be done by the Long Island Railroad in the hope of cutting down grade-crossing fatalities to the zero mark. Last year's campaign, in which about \$5,000 was spent in the newspapers, was so successful that about \$6,000 will be appropriated for this purpose this year, in addition to the poster work which was started last week.

According to officials of the railroad, last year's campaign reduced fatal accidents at grade crossings by fifty per cent over those of 1914.

The posters, two of which have been already placed on the stations of the railroad and in the company's electric trains, comprise a series of five, in five colors.

"Jail Might Stop Them—We Can't," is the caption of one, showing an automobile and an electric train approaching the same grade crossing at right angles. The combined headlights of the train and machine light up the crossing and the warning signals. One of the occupants of the machine is pointing at the train, the inference being that he is urging the driver to "beat the train to it."

The second poster shows a group of pedestrians, men, women and children, who have crawled under the apron of a lowered gate and are hustling across the path of an oncoming electric train.

"They Don't Believe in Signs" is the caption to this card.

Others show an automobile which has crashed through lowered gates directly in the path of an oncoming train; a sleeping driver whose team of horses is plodding right through a gate; and a stream of automobiles leaving a country station and crossing in front of the steam train that has just deposited some of the occupants of the machines. These three cards are captioned respectively—"How Can We Save Them?"—"We Can't Stop the Horses"—"Racing With Death—Is the Game Worth It?"

Incidentally, it is interesting to note that the old-fashioned red flag that served in the hands of a flagman to warn traffic of the approach of trains is being replaced by a large circular sign displaying in white the word "Stop."

• New Baltimore Company

The Advertisers' Service Company has been incorporated, to carry on an advertising business in Baltimore. The men forming the company are M. E. Landauer, E. H. Landauer, Boyd Harrison and Howard Pemberton.

Vitagraph-Lubin-Selig-Essanay, Inc., Chicago, has placed Gordon Laurence in charge of a publicity department to assist local exhibitors in the preparation of newspaper advertising copy and other channels of publicity.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Trade-mark Gives No Special Pure-food Immunity

United States Supreme Court Ruling Against Coca-Cola Company—Justice Hughes, Who Delivered the Opinion of the Court, Sends Case to District Court for Retrial

THE fact that a food product is made according to a specific formula and is sold under a distinctive name does not render it immune from the provisions of the Pure Food and Drugs Act against "added poisonous or deleterious ingredients." Such is the ruling of the Supreme Court of the United States in an opinion delivered by Justice Hughes, May 22, in the Government's case against the Coca-Cola Company. The case was originally tried in the United States District Court for Tennessee, and was decided in favor of the Coca-Cola Company. The United States Circuit Court of Appeals affirmed the decision on the ground that the caffeine contained in Coca-Cola "could not be deemed to be an 'added ingredient' for the reason that the article was a compound, known and sold under its own distinctive name, of which the caffeine was a usual and normal constituent."

The Supreme Court dissents from that ruling, and orders the case back to the District Court for retrial.

"The fundamental contention of the claimant," says Justice Hughes, "as we have seen, is that a constituent of a food product having a distinctive name cannot be an 'added' ingredient. In such case the standard is said to be the food product itself which the name designates. It must be, it is urged, this 'finished product' that is 'adulterated.' In that view there would seem to be no escape from the conclusion that however poisonous or deleterious the introduced ingredient might be, and however injurious its effect, if it be made a constituent of a product having its own distinctive name it is not within the provi-

sion. If this were so, the statute would be reduced to an absurdity. Manufacturers would be free, for example, to put arsenic or strychnine or other poisonous or deleterious ingredients with an unquestioned injurious effect into compound articles of food, provided the compound were made according to formula and sold under some fanciful name which would be distinctive. When challenged upon the ground that the poison was an 'added' ingredient, the answer would be that without it the so-called food product would not be the product described by the name. Further, if an article purporting to be an ordinary food product sold under its ordinary name were condemned because of some added deleterious ingredient, it would be difficult to see why the same result could not be attained with impunity by composing a formula and giving a distinctive name to the article with the criticised substance as a component part. We think that an analysis of the statute shows such a construction of the provision to be inadmissible."

Illinois Daily League Launched

The Illinois Daily League was organized last week, for the announced purpose of "selling Illinois first" to advertisers. There will be a central bureau for the dissemination of information regarding all the papers and their fields of influence, and the promotion of better relations between advertisers, agents and newspaper publishers. J. K. Groom, advertising manager of the *Aurora Beacon-News*, is secretary of the League.

Driesbach With Burroughs Company

Lewis H. Driesbach, Jr., who became associated with the business department of the *Philadelphia Public Ledger* in 1913, has joined the Burroughs Adding Machine Company as office manager at Philadelphia. Prior to his association with the *Public Ledger* he was assistant purchasing agent for the Curtis Publishing Company.

C. C. Stockford With the Rand Company

C. C. Stockford, for over six years with the Postum Cereal Company, Inc., of Battle Creek, Mich., has become advertising manager of the Rand Company, North Tonawanda, N. Y., manufacturer of bank and office equipment.



Out of the Humdrum

THE editors of THE PEOPLE'S HOME JOURNAL believe that when a woman reads a magazine for entertainment she wants to be lifted out of the humdrum routine of everyday life—that she wants clean, wholesome stories about life's emotions and experiences.

Over 900,000 American women believe that the best place to find this sort of fiction is in THE PEOPLE'S HOME JOURNAL. Whether you do or not, as an advertising man you are unquestionably interested in any medium which has attracted a following of so many women for so many years. Thirty-one years—over 900,000 readers—65 per cent. renewals. May we tell you more?

THE PEOPLE'S HOME JOURNAL
80 Lafayette Street, New York
A. B. C. MEMBER

THE PEOPLE'S HOME JOURNAL has 387 subscribers in Barre, Vt., exclusive of newsstand sales; 16 "subscriber-agents" represent us there.

THE PEOPLE'S HOME JOURNAL has 809 subscribers in Fort Worth, Texas, exclusive of newsstand sales; 27 "subscriber-agents" represent us there.

"OPACITY"

For Reducing Catalogue Costs

The present upset condition of the paper market calls for unusual care in the selection of the paper for your next catalogue. You will find many ideal qualities in "Opacity."

USES: "Opacity" is used by practically all of the big mail-order houses because of its superior printing qualities combined with light-weight. It is absolutely opaque, yet it comes as light as 25 x 38—30.

COST: "Opacity" is the original *postage-saving* light-weight catalogue paper. It is one of a very few papers whose cost has been only moderately affected by the raw material famine, and which has maintained all its good qualities. It is acknowledged to be the biggest value of any catalogue paper made.

DELIVERY: We have several machines running on "Opacity," and while we cannot make any future predictions, we are now making 30 and 60 day deliveries.

SAMPLES: Send today for samples of this famous paper and get our prices. You will find a Bermingham and Seaman office in every advertising center.

BERMINGHAM & SEAMAN COMPANY

Radium Folding Enamel—Samson Offset—Opacity—Crystal Enamel—Advance Bond—Elite Enamel—Bulking Eggshell—and other papers.

Chicago :: New York

St. Louis

Minneapolis

Milwaukee

Buffalo

Detroit

Making a Market for Powder by Advertising for Game Breeders

Striking, Long-range Strategy of Hercules Powder Company, a \$20,000,000 Corporation, Shows Constructiveness of Unusual Type

By Charles W. Hurd

IT is always a perplexing question for a manufacturer to decide whether to keep on grubbing in the same old seemingly over-worked competitive field, or go strenuously after the bigger rewards that generally follow the creative development of new uses and new markets. Practically every successful house in every kind of line sooner or later faces that problem.

And the perplexing thing is that you cannot lay down any general rule for meeting it. Opportunity never comes to some houses until they begin to experiment; and again, only to others when they stop experimenting and get ready to "fight it out on this line if it takes all summer." You cannot generalize. It all depends.

NOTE—Instances of indirect, subsidiary advertising, or advertising a second use in order to serve a first, are not common. Here are two or three of them that have been reported in PRINTERS' INK:

Bag Manufacturer Advertises to Promote Home Baking: Thus Indirectly He Hopes to Increase His Sales of Bags.—PRINTERS' INK, March 23, 1916.

How Fleischmann Is Expanding a Sales-bound Market.—PRINTERS' INK, June 4, 1914.

Advertising Pie to Move Large Berry Supply.—PRINTERS' INK, March 23, 1916.

Universal Markets.—(Editorial) PRINTERS' INK, August 6, 1914.

Indirectly, This Should Sell Electric Current.—(Note) PRINTERS' INK, June 17, 1915.

But here is an instance that falls strikingly under *both heads*—the present advertising campaign of the Hercules Powder Company to make a market for hunting-powder by fostering the breeding of game birds. It is an extraordinary instance of far-sighted, constructive planning. And we may even better call

All the Wild Game You Want

FOR many years we in America have spent much time bemoaning the disappearance of our feathered game. But the fact that we have little game to shoot and little to eat is due solely to our own lack of initiative. We should have an abundance of game in the fields and on the market. We may obtain such an abundance by creating a supply equal to the demand. This can be done by increasing nature's output through game farming. And moreover, the demand may be much greater than at present, and still be easily met.

We have the land available to make America the greatest game producing country in the world. Utilize it, and everyone will have more opportunities to indulge in field sports. There will be more shooting for all of us, whether or not we have access to a preserve, because game that is raised for sporting purposes can not be confined in any restricted area. Wherever game is intensively cultivated, we find improved shooting in all the surrounding territory.

To anyone who has a small amount of land, game farming will prove profitable. The demand for eggs and for breeding stock is much greater than the supply and will be for years to come. Pheasant eggs sell today at from \$20 to \$25 a hundred. Live birds bring from \$5 to \$7 a pair.

To those who own large acreage, game farming will either provide sport, or profit from those who will pay for the sport.

To the city man, it opens the possibility of enjoying good hunting near home.

To everyone who shoots, it will bring increased pleasure afield.

Game farming means an addition to our food supply that will be welcome to all.

But this subject is too big to be properly treated in this space. Write for the book, "Game Farming for Profit and Pleasure," which will be sent to you without cost. It tells of the subjects in a most interesting and informative manner. Fill out the coupon below and a copy will be mailed you at once.

Game Breeding Department, Room HERCULES POWDER CO.

Manufacturers of Explosives, Ammunition and "E.C."—Incorporated Marine Products, L. A. R. Chemicals
Have their Sporting Powder Department for Pheasants
Wilmington, Delaware



Game Breeding Department, Room
Hercules Powder Company, Wilmington, Del.
Outstanding—Free and we a copy of Game Farming for Profit and Pleasure. I am interested in game breeding from the standpoint of—
Keep your pen.

Name

Address

Ring-Necked Pheasant.
First imported from China in 1851. Now being bred in fairly large numbers.



OBJECT OF ADVERTISING IS TO GET PRACTICAL GAME BOOK IN PROSPECTIVE BREEDER'S HANDS

it *reconstructive* planning, seeing that it aims to restore an *old use* and *market* which economic forces have checked, discouraged and all but extinguished. While as a display of courageous and consistent

advertising investment for results that must be indirect and remote; in the face, too, of the certainty that competitors will share the dividends when they do come, you will look almost in vain for one that parallels it.

The Hercules Powder Company is an offshoot of the older du Pont company. It was incorporated in 1912, with a capital of \$20,000,000, and immediately afterward started out to lay a broader foundation for its future growth. Circumstances had conspired to make all of the powder campaigns largely constructive. Aside from military use, there are four important demands for powder: for hunting, trap-shooting, industrial and agricultural; i. e., blasting of rocks and tree stumps, excavation of ditches and breaking up of the subsoil for cultivation. The powder companies have conducted educational campaigns on all these heads.

But the young company hoped to identify itself with something that had not been so thoroughly ventilated as these. It was determined to place its advertising investment where it would return a good-will investment at something more than the legal rate of interest.

TRAP-SHOOTING NOT WHOLLY SATISFACTORY

What should it be? Hunting was on the wane. Wild animals had nearly disappeared before the encroachments of civilization. The once vast number and variety of game birds which the country had boasted were now a handful, which had to be jealously safeguarded to save them from utter extinction.

To these conditions is owing the origin of trap-shooting and its advocacy by the older powder companies. The du Pont company, especially, has exerted itself to make this sport a worthy and popular substitute for the other. It had long employed professional sportsmen to tour the country, organizing trap-shooting clubs. Even the universities have been laid under tribute in this way.

The Hercules company, like the

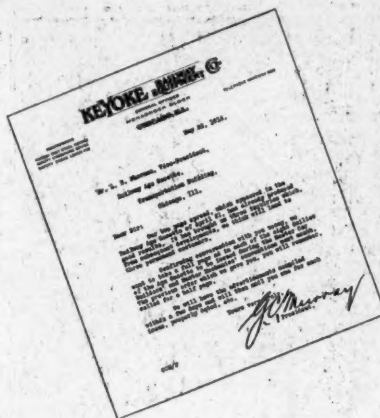
other two or three leading companies and the baker's dozen of smaller concerns, co-operated in the promotion of trap-shooting, but it felt that the whole answer was far from being there. Trap-shooting was too artificial a sport to promise a big, expanding market worth cultivating in the biggest way.

One measure of the possibilities involved in a constructive campaign is the scope of the service to be performed or the saving in money, energy, time or some other such desideratum. Another test is the number of the people or interests which might be concerned in co-operating. Happy is the advertiser who can hitch his chariot to a movement!

The more deeply the Hercules company looked into it, the more it doubted if trap-shooting were the necessary and logical substitute and successor of game-hunting. It had been more or less generally assumed for some years that game was on the road to extinction except in the few wild spots left and large game-preserves established. All of the prohibitions of legislatures and the activities of game-protective associations, the closed seasons and limitations on the bag had hardly checked the rapid decline. More recently, in some few places, a reaction had set in. The emphasis began to change from prohibitory legislation to the encouragement of breeding. The large estates and sporting clubs began to produce pheasants, grouse, duck, quail and so forth for stocking their own and other covers.

This gave the company an idea. It reasoned that the final solution of the problem of game conservation was not the negative one of safeguarding a diminishing supply, but the positive one of increasing it. There was no question whatever about the interest of sportsmen and pot-hunters. They had always had to be held back. As soon as the pressure was taken off by the provision of an ample supply of game they would furnish a large and constant market for powder.

It was equally a certainty that



**The Second
Paragraph
of this letter
Prompts us
to remind
you—**

(1) That the Master Car Builders' Association will convene at Atlantic City on June 14, and that in order to insure delivery of the first issue of the Daily in time for the breakfast-table that morning the forms must go to press on June 10. This means that no copy can be accepted after June 8.

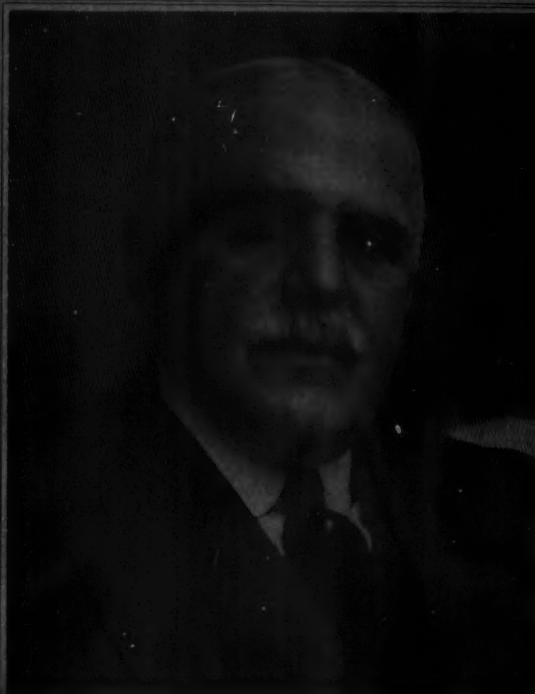
(2) That this year's Daily will have a circulation of nearly 13,000 copies a day—more than 100,000 copies in all.

(3) That this is the only time in the year when builders of cars and locomotives and their parts and manufacturers of machine tools and appliances for railway shops can reach within the covers of one paper both the heads of the executive, operating and purchasing departments and also mechanical-department officers and their subordinates.

If you make or sell anything germane to the advertising pages of these Convention Daily issues of the *Railway Age Gazette* and have not already reserved space therein, we respectfully suggest that you at once telephone to our nearest office for further information and rates.

Simmons-Boardman Publishing Company
New York Chicago Cleveland

The following Simmons-Boardman Publications, *Railway Age Gazette*, *Railway Mechanical Engineer*, *Railway Signal Engineer*, *Railway Electrical Engineer*, are members of the A. B. C.



BUILDERS *of* AMERICAN BUSINESS

ISADORE SAKS, PRESIDENT
OF SAKS AND COMPANY

"I have never regretted subscribing to *SYSTEM*, the Magazine of Business. It gives me a chance every month to find out what American Business is thinking about. We never get along so far in business affairs that it is not well to find out what some other fellow has to say about it. I am a thorough believer in doing this, and I find *SYSTEM* of the greatest benefit to me in keeping up with the men who manage the large business affairs of the country."

NUMBER 1 in the series of portraits of readers of *SYSTEM*

the stringency of the laws, would be relaxed the moment an adequate supply of game was assured, because the laws and their stringency were the work of the sportsmen themselves. It had been necessary to curb hunting in order to save it.

The question was, therefore, who were the powerful interests whose support might be invoked and whose demands would afford a market? What did they want and how much did they want it? They were, first, the wealthy owners of game-preserves; second, the numbers of game clubs with preserves of their own; third, farmers or proprietors who shoot over their own land; fourth, the States which have sought to conserve the wild fowl in the State reservations, and, lastly, the food market, made up of hotels, clubs, commission houses, etc.

There is no doubt that, with the exception of the State interests, all of the other classes could be increased and their interest intensified by organization. There are hundreds of thousands of square miles which are not in use and which could be restocked with game birds in quantity sufficient to provide food and recreation for thousands. Already in many places where birds are bred they have been liberated in surrounding territory and have kept well ahead of the sportsmen. Their most deadly enemies, in fact, are not the gunners, but their own wild kind, the foxes, snakes, hawks, owls, etc. Where these are kept down, the birds multiply in amazing fashion.

When the game-conservation movement is better understood, the farming interests, too, will be found a unit in favor of it. At the present time many farmers are opposed because of the supposed large extent of the depredations of game birds on farm crops and from occasional damage and inconvenience caused by hunters.

On the first head, assurances are given by naturalists that any spoliation of fruits and grain effected by the wild birds is but a slight toll on the immeasurably

greater service they perform, or would perform, in keeping down noxious insect life. It is said to be costing us upwards of a billion dollars a year to learn why we should not have killed off most of our birds; the game fowl, together with the songsters. The campaign for the restoration of the birds, which the farm papers are now conducting, will do much to remove the prejudice many farmers entertain against game-breeding.

On the other hand, many farmers are already finding a profit and pleasure in breeding game for the market, for game-preserves and for their own covers and appetites. The market is always a profitable one in the open seasons and will enlarge, particularly when some of the legal restrictions are removed. What hotels, clubs and restaurants now enjoy, will, as game again becomes plentiful, also grace the private table.

To these classes is added another one, made up of those whose public spirit is gratified by seeing the best interests of the nation served in the manner described. A further consideration to these is that domestic flocks of turkeys and hand-reared game need constant renewal from the hardier and healthier wild fowl, whose flesh is better flavored. There is, therefore, a large market awaiting the breeders.

OBSTACLES IN THE WAY

When, however, the company began to make a conscious study of the state of affairs, it found it unsatisfactory for rapid progress. There are a number of large game-preserves in different parts of the country, each with its gamekeeper, who is also a breeder. The larger number of private game clubs belong in the same class. Farmers in considerable numbers are engaged in raising wild turkeys, quail and particularly pheasants.

On the whole, the breeding interests were small. Outside of them, little was known about the industry. It has hardly reached a commercial scale, even yet. Its costs, prices and profits are not

known outside the few, and there seemed until recently small incentive to go into it, particularly as many of the restrictions imposed by the legislatures are onerous.

These, as the powder company saw, were slight obstacles which could easily be surmounted. They were, in fact, being overcome already. Even if no assistance were given by the commercial interests, game conservation at some time or other was verbally assured. The only question was, when?

To the powder company time was a matter of more than formal interest. Why wait, if all that was necessary to give a greater dividend-speeding impetus to the tendency was organization? There were large and important interests that might be served if they only knew it. Why not tell them? The breeders now in the business would like to sell eggs, farmers and others would like to buy them to enter the breeding business themselves, local merchants would like to equip the breeders with the chicken-wire for houses and runs, lumber for houses, coops and crates, enamelware for feed and water and many more items of equipment. Again, there were the manufacturers of guns, cartridges, hunting and camping outfits, breeders of game dogs and all the rest.

For three years the company turned the matter over in its mind, studying it from every angle. It was a tremendous undertaking, for which there would be no direct returns. Seldom, if ever, has there been an advertising campaign proposed in which the objects were more remote and so certain to be shared by others. The powder company might spend its money to encourage game conservation, but a large proportion of the resultant gains to the country would go directly to the market, the hotels and so forth. Of what went into the game-preserves and individual covers, only a proportion would be killed with ammunition furnished by the Hercules company. Every other powder company would take its profit from it.

But there were important points to be set up against these objections. Even if a good deal of the newly bred game did not go into the hunting-bag, but into the commercial crate, the ultimate effect would be to increase the taste for game and the desire to hunt it for oneself. Game-preserves would increase. In practice, too, it had been found next to impossible to confine game to the preserves. It was always overflowing and providing sport for the outsiders. Hunting thus always tended to increase when the means of indulging it existed.

But the compelling reason for launching the campaign was that, however remote and indirect the returns might be and however they must be shared with competition in general, they nevertheless would more than pay for all expense of getting them and have a rich and constantly increasing market to go advertising in.

INQUIRIES SOUGHT

Last fall the company decided to go ahead. An educational campaign was planned to reach more than 10,000,000 people through fifty-two mediums in the general, agricultural, scientific and sporting fields. Pages and smaller space were laid out to appear regularly in these publications. The general, scientific and sporting magazines would bring the movement to the attention of the game interests and the farm papers would reach the class of people most interested in breeding game.

The general purpose of the advertising was to be to stir up interest in the subject and draw evidences of it in the form of inquiries for further information. This was to be supplied by a booklet giving a general idea of the demand for game birds for hunting and eating, the kind of birds in such demand, prices, method and places of raising, etc. It was intended to follow this up with special books on each kind of bird.

The first booklet was carefully prepared. It was a manual of sixty-four pages called "Game

TO THOSE WHO APPEAL *to* WOMEN

THE direct appeal to women is the thing which has made the American Weekly Magazine—the colored literary section of the Hearst Sunday papers—a more potent circulation builder than any other feature of these newspapers.

Nothing can demonstrate this appeal and interest more than the following results from a dress pattern advertisement run on the last inside page of this supplement:

In January, 1916, 37,486 women ordered more than 62,692 dress patterns at 10 cents each.

In February 44,728 women ordered 71,338 patterns.

In March - 45,888 women ordered 72,755 patterns.

In April - 32,931 women ordered 54,407 patterns.

The total sales for 1915 were 395,000.

We believe this record of results justifies the use of our Magazine Section for the advertising of any article bought by women.

The American Weekly Magazine

AMERICAN-CIRCLE BUILDING

COLUMBUS CIRCLE - - NEW YORK

CHICAGO: 908 HEARST BUILDING

Farming for Profit and Pleasure" and covered the wild turkeys, grouse, quail or partridges, wild ducks and introduced pheasants and gray partridges, with special reference to their food, habits, control of natural enemies and the best methods of preserving and breeding, including also an appendix on powder, loads, etc. It was fully illustrated with photographs and drawings. The company subordinated its own name and immediate interests.

The intent of the booklet was to give a general idea of the field and its opportunities to the breeder, and a sort of tabloid compendium on the situation. Out of it the reader would be able to pick a livelihood or a side line for himself, or something to start others in. If he were in the part of the country where wild turkeys can be raised and the profits in it appealed to him, he would naturally want more detailed information. And, similarly, with regard to pheasants and the rest of the game birds.

The company prepared to meet this need in a thoroughly practical way. There is perhaps more present interest in pheasants than in any other game bird, and the company opened its series of monographs on the subject with a profusely illustrated, 150-page study of "American Pheasant Breeding and Shooting," by E. A. Quarles, director of the department of game breeding and preserving of the American Game Protective Association. This carries the interested reader through every detail of the subject in the most practical fashion, from the care of the eggs to the cooking of the bird and the organization of pheasant-shooting clubs.

With these booklets in hand, the company started its campaign last February under the direction of the advertising manager, E. A. LeBaume. A trade campaign in the hardware journals preceded and accompanied the consumer promotion to advise hardware merchants of the impending increased demand that would be created for chicken-wire and other equipment of breeding

farms. The jobbers and a selected list of the trade were also posted by mail and salesmen's calls.

The ads were fitted with coupons calling for the booklet on game farming and indicating the particular interest of the writer. Inquirers were sent the booklet and the name of the nearest breeder from whom they could obtain eggs for setting. If they desired further detailed information, that would be sent them, or they would be told where to obtain it. The pheasant book was sent to those declaring an interest in pheasants.

It was appreciated that there was already a large latent interest in the subject and preparations were made to handle the 1,800 to 2,000 inquiries a month which were confidently expected. Great, however, was the company's surprise to find the inquiries pouring in at the rate of more than 8,000 a month. More than 25,000 have already been received in three months and the number is unabated. The company's satisfaction over this swift vindication of its judgment is mixed with some chagrin over the quadrupling of estimated expense. It is realized also that inquiries are not sales.

The successful issue of the campaign seems, however, beyond any manner of doubt. The time was ripe. The formulation of some plan for the conservation of the game supply was a moral certainty. The Hercules campaign is merely bringing it nearer. With all the other powder companies lining up, as they will; with the commercial and agricultural interests taking hold, and the sporting world and legislatures already a unit on the subjects, it is impossible to doubt that the reviving market will, in a short period of years, justify the advertising investments now being made.

Joins Searchlight Company, Chicago

William H. Bennett, for the past two years advertising manager of the Marsh-Capron Manufacturing Company, Chicago, has taken up similar work for the Searchlight Company, also of Chicago.

Advertising to Check Buying Fails

Habitual Fate of Negative Copy Repeated on a Large Scale by British Semi-official Organization

By Thomas Russell

London Correspondent of PRINTERS' INK

COMMERCIAL advertisers should know by this time that while it is fairly easy to make people buy goods with good advertising, and not difficult to make them keep their money if you refrain from advertising, it is next door to impossible to keep the public off a particular thing by asking them not to buy it. Many thousands of pounds were spent on one side of the Atlantic and many thousands of dollars on the other to print such injunctions as "Don't accept substitutes," the substitutes continuing to sell merrily all the time. The best work

The kind of copy which tells a prospect exhaustively what the goods are *not* is likewise not the best for selling. If a brewer tells you in his advertising that his beer contains not the smallest trace of arsenic, you will at once begin to think of arsenic in beer, of which very likely you never heard. It is not a very long step from this to the further thought, "Are they *sure* they have got rid of all the arsenic?" There are many things more likely to make a person thirsty for beer than this. About the only time, or perhaps I shall say more safely one of the very few times, where a negative slogan has been a winner was when Brooke's Soap (a sand soap like Sapolio) was advertised with the line, "Won't wash clothes," attached to pictures of numerous metal utensils being polished. The "don't" copy had here the nature of an epigram. It was not a real negative or a warning.

A NATIONAL NEGATIVE CAMPAIGN

Recently the British Government has been very anxious to restrain wasteful spending in Great Britain. For purposes of the war, great quantities of many different articles are needed—not solely shells, explosives and glycerine for making them, but rubber, brass and other metals, paper, oils, gasoline (called petrol in Britain) automobile parts, woodwork, woollen and cotton textiles, foodstuffs, and in short about everything that man can use, whether he is armed or not. The more labor can be concentrated in these things, the easier it is to keep up the stock for the army. The more labor is employed on other manufactures, or on the same manufactures for other than army work, the worse for the War Office. Moreover,

DONT

1. Don't use a motor car or motor cycle for pleasure purposes.
2. Don't buy new clothes constantly. Don't be ashamed of wearing old clothes in War time.
3. Don't keep more servants than you really need.

In this way you will save money for the War, and the right amount, and be better for more useful purposes.

Your Country will Appreciate Your Help.

You need not be ashamed of your old clothes if you let us care for them.

Send pictures!—We will collect a list, make it smart and new, and return to you for only 3/9
 Payed 10 million from Clothing Commission. Write for Free Coupon. Plus War Service to per cent.

BRITISH
 25 to 50 Great Campbell Street, London, W.C.2.

CLOTHES REPAIRED AT SMALL EXPENSE.

TAILOR'S ADAPTATION OF THRIFT POSTER BROUGHT UNPRECEDENTED BUSINESS

in substitute-smashing has been done right with good positive advertising which sent the customer to the counter fully "sold"—as you call it in America. The substitute could not resist the frontal attack of positive advertising; but it easily cut the barbed wire of negative warning.

2 Cents* Per Family—


—for a twelve months' full-page campaign in *Cosmopolitan* in the new BIG SIZE.

Two cents per family to cover a million intelligent well-to-do families for a whole year.

This means, literally reaching one out of every six of the magazine-reading families in the country.

One million families who are modern, responsive to new ideas, interested in advertising.

Reaching them every month for a year with a full page BIG SIZE advertisement in *Cosmopolitan*.



*The rate of two cents per family is premised on a campaign for 12 months, beginning with the September number, to advertisers who have reserved the page rate of \$1,000 in the BIG SIZE from September to January, 1917.

If you wish to qualify for the \$1,000-page rate from September to January, 1917, you must use space in the August COSMOPOLITAN, going to press June 10th.

The majority of "fashion authorities" simply report the new things as they appear in the "Shops." Such hind-sighted "prophecy" may be all right for the consumer. But the merchant must base his buying and store policy on information that takes "fashion by the forelock," that is thoroughly reliable and entirely dependable — such as is developed by the European and American Fashion Staffs of the DRY GOODS ECONOMIST.

The next World-Wide Fashion Number will picture, describe and analyze the Fashions of Fall 1916. 'Twill close for press on Wednesday, June 14th. and issue on Saturday, June Seventeenth.

Advertisers please note.

.....

DRY GOODS ECONOMIST

231 West 39th Street, New York

Offices in

| | |
|--------------|---------------|
| BOSTON | CLEVELAND |
| PHILADELPHIA | CINCINNATI |
| CHICAGO | SAN FRANCISCO |
| ST. LOUIS | LONDON, Eng. |
| | PARIS, France |

the consumption of imported merchandise naturally tends to exhaust British credits abroad, and therefore to lower the rate of exchange on the British sovereign, thus diminishing the purchasing power of the nation. Consequently the Government would like people to spend as little money as possible. They can invest it in the war loans if they choose—so much the better. But at all events they should not spend it.

A semi-official body called the National Organizing Committee for War Savings was organized and entrusted with money to spend on advertising the need for economy. Perhaps the N. O. C. got tired of being called the "knock" committee. Anyway, it is now rechristened the National War Savings Committee, and it has issued a large number of posters to the following effect:

DON'T

1. Don't use a motor cycle or car for pleasure purposes.
2. Don't buy new clothes needlessly. Don't be ashamed of wearing old clothes in war time.
3. Don't keep more servants than you really need.

In this way you will save money for the War, set the right example, and free labour for more useful purposes.

Your Country
Will Appreciate
Your Help

BAD FORM IN DRESS

The National Organising Committee for War Savings appeals against extravagance in women's dress.

Many women have already recognized that elaboration and variety in dress are bad form in the present crisis, but there is still a large section of the community, both amongst the rich and among the less well-to-do, who appear to make little or no difference in their habits.

New clothes should only be bought when absolutely necessary, and these should be durable and suitable for all occasions. Luxurious forms of, for example, hats, boots, shoes, stockings, gloves and veils should be avoided.

It is essential, not only that money should be saved, but that labour employed in the clothing trades should be set free.

Considerable money has been spent on this copy, chiefly in the form of small single-sheet posters. Enormous fence-runners, six feet high by anything up to 100 yards long, are also used, carrying a single line, in letters

of the full height: two of these read as follows:

"To Dress Extravagantly Is Worse Than Bad Form. It Is Unpatriotic."

"Do Not Use a Motor-car for Pleasure."

The second of these I saw the other day occupying an expensive posting-station in Lambeth—a district inhabited by the poorest laboring class!

But is this having any effect? It is not. Even the trebling of the tax on automobiles, along with the advertising, has done little to diminish the number of cars on the roads, or to reduce the employment of them. Big retail establishments, whether of the high-grade or the cheap sort, are crowded. Owing to plentiful demand for labor, money is more abundant than it has ever been. Prices are high, but the people have money, and many working-class families that never had the price of sufficient food and clothing can now afford both, even at war prices. Milk in London was, by concerted action, raised fifty per cent at one clip two weeks ago. The consumption has hardly fallen at all. Mr. Selfridge says that business at his end of town is excellent, but he has had the wisdom to push the bargain feature and to feature economy goods—things which wear longer or cost less than the normal style.

TURNING THE TABLES ON THE ECONOMY MOVEMENT

All advertisers who can find any sort of excuse for doing so—and some with excuses which are pretty translucent—claim that you really save money by purchasing their goods, and I recently had a form-letter from a share-pushing firm, explaining that the way to be really patriotic was to speculate in tea-shares and invest the profits in War Loan stock! Some advertisers have gleefully embraced the opportunity to use the economy argument as a bid for business. The British Tailoring & Repairing Company, which does excellent work on clothes-care by the subscription plan, re-

produced in press advertising the "Don't" poster quoted above, with an argument based upon the second paragraph, to the effect that its work made clothes last longer—an argument not only cogent, but true.

I happen to know that the new business done by the company rose 33 per cent the week after this advertisement appeared and that the following week exceeded this, the best on record, by a further 25 per cent, which is what you would call going some.

POSITIVE SUCCEEDS, NEGATIVE FAILS

Late last year, the Government advertised for money in big and little sums—all the way down to \$3.50 for an Exchequer Bond—and got over £600,000,000 in a very short time. The positive advertising of loans is doing well and no wonder—see how much more effective it is:

WHAT IS THE PRICE OF ONE OF YOUR ARMS?

Civilian: "How did you lose your arm, my lad?"

Soldier: "Fighting for you, sir."

Civilian: "I am grateful to you, my lad."

Soldier: "How much are you grateful, sir?"

Civilian: "What do you mean?"

Soldier: "How much money have you lent your Country?"

Civilian: "What has that to do with it, my lad?"

Soldier: "A lot, sir. How much is one of your arms worth?"

Civilian: "I'd pay anything rather than lose an arm."

Soldier: "Very well. Put the price of your arm, or as much as you can afford, into Exchequer Bonds or War Savings Certificates."

Lend Your Money to Your Country.

But the negative "don't buy" advertising is having no visible effect at all—a lesson for commercial copy-writers.

E. D. Hand Makes Change in Detroit

E. D. Hand, formerly with the Detroit office of the H. E. Lisan Advertising Agency, has joined the Fred M. Randall Advertising Company, of Detroit.

"Needlecraft's" New England Representative

Charles Dorr, of Boston, has been placed in charge of the New England territory of *Needlecraft*.

Line Up on Fixed Prices

During the past week well-known retailers have come out either for or against the Stephens-Ashurst Bill, now pending in Congress. Notable opponents of the bill are Marshall Field & Co., who have sent a letter outlining their position to business associations throughout the country. A portion of the letter reads as follows:

"The parties who are promoting this bill are large manufacturers of branded articles. But why do these manufacturers need any assistance? They now have the power to fix the price at which they are willing to sell their product to the wholesale and retail merchant. If they fail to provide for a satisfactory profit, they alone are to blame. But when they have once fixed their own prices, have transferred the title of their product to the wholesale and retail merchants and have received full payment therefor, why should they still be permitted to control the wholesale and retail price? It is contrary to public policy to permit them to do so.

"These manufacturers claim that the Stephens-Ashurst bill is intended only for the protection of well-known products which are offered at cut rates by unscrupulous merchants. But the proposed law is broad enough to cover every manufactured article which bears a trade-mark. If this bill should be enacted every manufacturer could obtain a trade-mark for his product and thereby bring it within the provisions of the law. We would then find the wholesale and retail merchants bound down by price restrictions at every turn. If the retail merchant should find it necessary to reduce his stock quickly in order to meet pressing bills or in order to protect himself against style changes, he would not be able to reduce his prices without the consent of manufacturers who would give little heed to his appeal. Surely, the wholesale and retail merchants should not thus be placed at the mercy of the manufacturers."

A letter from the American Fair Trade League lists accessions to the forces which favor the bill. These include John Wanamaker, James McCreery & Company and Bloomingdale Bros., New York, as well as well-known stores in other large cities.

Sleuthing Out Prospects

A Ford salesman at one of the branches saw a horse and delivery cart bearing a placard "For Sale." The salesman wondered what the owner intended doing when he had disposed of the horse. A few days later he had the man's order for a Ford car.

Another salesman keeps track of the mortgage records at his county building, thus knowing who will receive money within the next thirty days. His originality pays.—"The Ford Sales Bulletin."

W. W. Reed, formerly sales manager of the Niagara Lithograph Company, Buffalo, has organized the Reed Chocolate Company, Inc., of that city. He is president and treasurer of the new organization.

Speaking of
"dealer co-operation,"

did the readers of Printers' Ink ever know
 5803 retail merchants
 to agree on "boosting" one idea at the same time?
 That happened this spring!

Speaking of
advertising,

did the readers of Printers' Ink ever know retail
 merchants to buy more than
 4,500,000 lines of space
 with their own money in less than one month in order
 to feature a single idea?
 That happened this spring!

Speaking of
"publicity,"

did the readers of Printers' Ink ever know
 1241 American newspapers—
 with a circulation exceeding
 22,000,000 daily copies—
 to print news and editorial matter at the same time
 supporting the same business idea?
 That happened this spring!

Speaking of the
"consumer influence"

of trade papers,
 did the readers of Printers' Ink ever know any trade
 paper, or group of trade papers, that reached more than
 half the population of these United States with one
 definite idea in a period of less than three months?
 That happened this spring!

What was the idea?
 DRESS UP.

The names of the 5803 retail merchants
 in 925 cities and towns in 47 states
 who featured DRESS UP in their local advertising
 in 1241 newspapers to the extent of

(Continued on next page)

(Continued from page preceding)

more than 4,500,000 lines from March 27 to April 8—
and in preceding announcements—
are all on file with the
DRESS UP BUREAU, Inc.

Also on file are the newspapers in which appeared
not only this advertising but thousands of columns
of news and editorial matter as well,
all supporting DRESS UP!

Also on file are DRESS UP proclamations by
Governors of States and Mayors of cities, not to
mention thousands of letters reporting the great
success of the DRESS UP weeks.

All this resulted from the initiative
and the continued encouragement of the
FOUR FAIRCHILD PUBLICATIONS,
working through the
DRESS UP BUREAU, Inc.

What are the four FAIRCHILD PUBLICATIONS?

Women's Wear

published by the WOMEN'S WEAR COMPANY,
Broadway & Twelfth Street, New York.
The only daily trade newspaper in the world
specializing in the lines suggested by its title.

Daily Trade Record

published by the DAILY TRADE RECORD CO.,
Broadway & Twelfth Street, New York.
The authoritative business newspaper for credit,
textile and clothing news and ideas.

MEN'S WEAR

published by the FAIRCHILD COMPANY,
Broadway & Twelfth Street, New York.
The leading trade magazine in the field suggested
by its title. Issued twice each month. Circulated
exclusively in the eastern half of the continent.

**CHICAGO APPAREL
GAZETTE**

published by the FAIRCHILD COMPANY,
418 South Market Street, Chicago, Ill.
Companion trade magazine to MEN'S WEAR,
but circulated exclusively in the western
half of the continent.

The FAIRCHILD PUBLICATIONS
have a combined, net paid, circulation
exceeding 25,000

among business men and women—
manufacturers and merchants and their
more important employees—
in textile and apparel lines for men and women
and their families.

Through their prestige

with the individuals comprising this circulation,
the four FAIRCHILD PUBLICATIONS
were able this spring to promote the
DRESS UP idea so as to influence the
business life of the whole nation
to the extent suggested by the
figures already mentioned.

To any reader of Printers' Ink,
who would like to know more about
this example of the power of an idea,
when effectively executed,
a sixteen page leaflet, outlining the results
of the Spring DRESS UP,
will be mailed without charge, on request.

Write on business
stationery, please. to

DRESS UP
BUREAU, Inc.

822 Broadway,
New York.





*John Orr Young,
prominent in the de-
velopment of Crisco
and other successes*

Why I joined STREET & FINNEY

Because I wanted an Eastern connection. Because I saw in Street & Finney a perfectly balanced advertising agency.

Because Street & Finney believe in the things I do. Because they are hard workers. Because they have ideals and honesty.

Because they believe in service and actually deliver it. Because they think in terms of *selling goods* as much as in advertising.

Because they are successful, not alone in number of accounts, but in what they do for those they serve.

J. O. Y.

Three Years' Preliminary Work to Start This "Association" Campaign

And This Period Is Regarded as Short by Those Who Have the Advertising of "Barre Granite" in Charge

ANOTHER "association" advertising campaign has been launched and started on its way in the magazines and newspapers.

This time it is the advertising of the Barre Quarriers and Manufacturers Association, of Barre, Vermont, which is realizing material results from a campaign of national publicity that has now been under way for several months.

Most advertising men, particularly those in the agency field, are familiar with the difficulties attending association campaigns. The various troubles attending the task of persuading a considerable number of men to agree upon a single advertising policy, the fear of some that others may enjoy an undue advantage, the almost endless

job of arranging the mass of details inevitably connected with such a campaign in which many are directly interested—these are but a few of the obstacles that must be overcome before the advertising can begin.

Then after the work has been started there is the equally difficult task of keeping the members in line, of keeping them enthusiastic, of holding them so that the main point shall not be overlooked and the final goal obscured.

Association advertising successes have been few, for reasons that are obvious. It is a fruitful field, but the path to success, so far as

the one who does the organizing and planning is concerned, is so long and hazardous that not many make more than feeble efforts at getting such campaigns under way.

Working under the most pleasant association conditions imaginable, with a secretary of intelligence assisting him, and despite the absence of most of the unhappy situations that usually attend

this sort of advertising, D. J. MacNichol, New England manager for the Taylor-Critchfield-Clague Company, labored for three years on the Granite campaign before a line of copy appeared.

The association at Barre, where the granite is quarried, is composed of more than sixty members—about half of them owners of the quarries from which the rock is taken

and the rest manufacturers, or "cutters," of the quarried product.

The broad purpose of the campaign is to establish Barre Granite in the minds of the public as the standard stone for mausoleums, monuments, and building ornamentation. Both the quarriers and the cutters contribute to the advertising fund, for, of course, both profit from the increased demand.

It should be remembered that while this product is sold by monument dealers throughout the country, in a large percentage of cases the dealer does not do the cutting in his own yards. The



COPY IN NATIONAL MEDIUMS EMPHASIZES THE WEARING QUALITIES OF THE PRODUCT

finer designs, especially, are sold to customers by dealers and the orders are then forwarded to manufacturers in Barre for execution. More than twenty large concerns in that city are engaged in shaping the granite into all kinds of monuments for customers in every State of the Union.

The advertising copy has a broad educational appeal, and readers are urged to talk to their local monument dealers about the granite and also to write to the association for a booklet entitled, "Memorial Masterpieces."

Copies of this booklet are sent on request from the office of the secretary of the association in Barre. Inquiries are distributed among the manufacturers or cutters as near equally as possible, so that each manufacturing member may have the same chance at jobs traceable directly to the advertising.

The real work of the latter is, of course, not measured by the number of inquiries or requests for booklets obtained. The members of the association have been thoroughly "sold" on the broader and more valuable effect of the advertising—namely, its educational influence, with its greater and more far-reaching results than would ever be visible at the offices of the association.

From both viewpoints, however—in the number of inquiries received and the quickened interest of the public in Barre Granite as reflected by dealers everywhere—the campaign is pronounced a success.

The national advertising was effectively "merchandised" in advance of its appearance, with the result that monument dealers throughout the country were alive to the new activities of the pro-

ducers before the campaign started and were willing to do their share when asked to co-operate in making the campaign profitable.

Barre Granite has been used for many years, and is to be found in large quantities in every cemetery in the United States, yet the public is now, for the first time, able to identify it. The rich polish of the dark granite and the attractive rough finish of the light granite are as good as trademarks, and one purpose of the copy is to enable the visitor to the burying-ground to distinguish this from other stones used in monument building, thus receiving an idea of the great variety of treatment that may be given it by sculptor and stone-cutter.

As a local tie-up to the national advertising, the association sends electrotyped advertisements for newspapers to dealers who request them. These advertisements are given as much of a local color as possible, with the name of the dealer in a liberal space reserved for it. The same illustrations that are used in the national advertising are used in the dealer's electro service, although line treatment is given them instead of halftone.

The success of this campaign may be attributed to the fact that the members of the association are broad-minded enough, and have a sufficiently strong faith in advertising, to forget specific results and look for *general* results in the form of a stimulated demand for Barre Granite all along the line.

If members are fearing that other manufacturers in the association are getting jobs, as a result of the advertising, that they might have had, they are showing no signs of it. The association

Memorial Masterpieces

are cut from Barre Granite—the Rock Beautiful and Everlasting. It is the ideal material for mausoleum, monument or marker—for the costly memorial or the inexpensive one.

Its texture and solidity make it the enduring stone, and its beauty is unequalled. Many specimens of Barre Granite may be seen in all cemeteries. Let us show you designs and quote you prices.

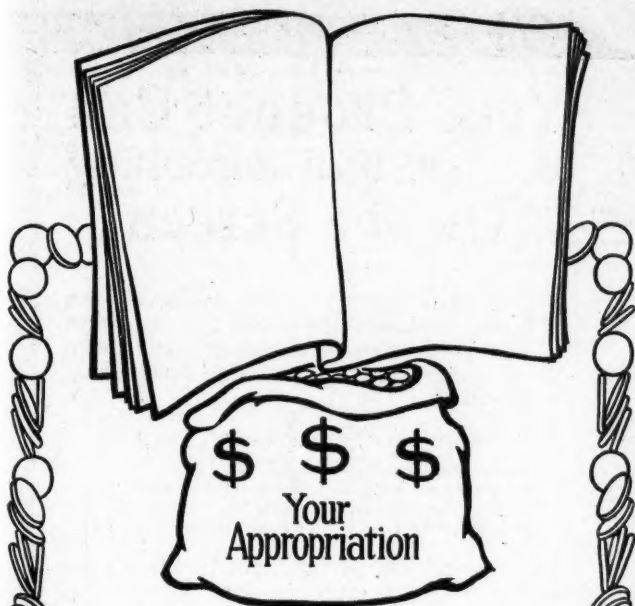
BARRE GRANITE

Sold by

(Dealer's Name)



LOCAL TIE-UP TO NATIONAL CAMPAIGN



For the Limited Appropriation
Pages in

The McCall Quarterly

rest lightly on your advertising cost, yet
offer you a big, impressive influence on
10,000 dealers who sell The McCall
Quarterly to their many customers.

The cost is small—the space is large.

Use the Fall Issue
for Trade+Consumer Advertising

THE MCCALL COMPANY

FORMS CLOSE
JUNE 20TH
FOR FALL ISSUE

Your Product Can Be Advertised Successfully On the Screen

MOTION pictures, *properly produced*, with real characters who exploit the adaptation of your products or services, will make the spectators *see* the desirability of possessing what you offer.

SOME OF OUR PRESENT CLIENTS

American Steel & Wire Co.
Firestone Tire and Rubber Co.
Sherwin, Williams Paint Co.
Printz-Biederman Co.

Illinois Central R. R.
Mississippi Valley Trust Co.
Kansas City Commercial Club
Universal Portland Cement Co.

For concentrated or territorial circulation our system offers a most efficient method. It affords you *the best opportunity* for the most *direct* dealer work and co-operation.

Let our staff analyze your proposition. We will submit suggestions. This will not obligate you. Write us today.

IMPERIAL FILM MANUFACTURING CO.

Offices: 547-549 Peoples Gas Building
Chicago, Illinois

"The Sign of the Best Commercial Films"



seems to be a group of men with a firm belief in advertising, with confidence in each other, with a conviction that what helps one representative of such an industry must help the rest, and with absolute trust in the fact that from an educational campaign covering the entire industry each must receive some gain.

Is This a Fair Criticism of Space-buyers in General?

NEW YORK, May 24, 1916.

Editor of PRINTERS' INK:

The comments of space-buyers in PRINTERS' INK, published recently under the title "How Agents Keep Track of Papers," has stirred my blood. I think a better heading is "How Agents Do Not Keep Track of Papers."

I represent one of four papers in a city of two hundred thousand people. The "Old Reliable" paper in that city claimed 25,000 circulation until the Government Reports became fashionable. That acid test brought the claim down to about 10,000—not net. But I'll buy dinners for the entire staff of PRINTERS' INK if fifty per cent of the space-buyers in the country didn't think "Old Reliable" had the largest circulation in that city up to the time we began to advertise our "A. B. C." reports in PRINTERS' INK.

We sent to these agents our Government Reports, but they almost universally thought there must be something wrong with our reports. And for a time they thought there must be something wrong with "Old Reliable's" reports—they continued to give "O. R." 25,000, nevertheless.

Some agents are still asleep. Our paper is bought by the young men and by families of younger interests than "O. R.'s." One agent is using from 500 to 1,000 lines a week advertising a high-class, nationally advertised ready-to-wear clothing over the name of a local dealer. The men who read "Old Reliable" universally have their clothes made to order. They wouldn't read anything else if it were given to them. Our paper is read by young men who buy snappy clothes and by men who buy ready-to-wear clothes. Does "The Agent Who Keeps Track of Papers" use our paper? He does not! Why? Well, he says his reason for using "Old Reliable" is that the brother of the manager of the store reads "O. R." every night. He reminds me of the man who said he liked to watch the fire-engines go by because he had a brother who once lived near a big fire.

Another agent who places the advertising of a nationally advertised talking-machine continues to use "O. R." although local dealers use four times as much talking-machine advertising in our paper as they use in "O. R." by actual measurement. Do you ask why the agent does not use my paper? I'll tell you. He still insists that "Old Reliable" must sell 25,000 daily because he has never actually seen with his own eyes their Government Report wherein they

claim only about 10,000—not net.

The paper I represent has double the circulation of "Old Reliable." It is essentially a family or home paper if there ever was one, and therefore can not be cast aside as being undesirable.

Since we have been advertising in PRINTERS' INK, national advertisers have begun to fall in line with full copy, just as local advertisers have been in line for five years or more, with full copy.

But for five years and more the "Agents Who Keep Track of Papers" have been on a sidetrack so far as this one city is concerned. Therefore, I should say that the rules of the game ought to be revised somewhat, so that those cocksure boys who know all about conditions in a town merely by "looking over copies of the papers" ought to be given a slate and a pencil and started all over again.

A VETERAN REPRESENTATIVE.

Huge Waste in Faulty Translation

SOCIÉTÉ EUROPÉENNE DE PUBLICITÉ
PARIS, FRANCE, May 8, 1916.

Editor of PRINTERS' INK:

We were greatly interested in the article which appeared in your issue of April 20 by G. B. Sharpe of the De Laval Separator Co., in which reference was made to our advertisement, "How Many Thousand Catalogues Have You Needlessly Wasted in Europe?"

It may be interesting to you to know how this advertisement was written.

Our investigation here had shown us that there was a growing demand in France for low-priced incubators, as the French farmers were waking to the possibilities of their use.

We wrote to Frank G. Smith, then of the J. Walter Thompson Co., suggesting that he get in touch with some of the United States incubator concerns. He sent out several letters, and one Western firm replied stating that the matter was in the hands of their export manager in New York. This export manager was seen. Incidentally he represented several other houses, and when the question of advertising in France was put before him, he replied: "I am not interested. I have sent several hundred thousand catalogues to Europe and got no returns." Of course he did not, if these catalogues were like many that we see over here. It is more than humorous—it is pathetic—to read some of the productions of American houses.

Here is an illustration: a well-known food concern decided to advertise in France—they sent along an ad which in its early days had been headed—"Build Up Your Babies with Blank's Food." The translator very ingeniously translated it "Manufacture Up Your Babies with Blank's Food."

When Frenchmen and others who speak a foreign language have anything to say to Americans they usually employ an American firm as representatives, but Americans seem to think they can carry on business with a country whose language, if they read it, they seldom can speak.

STE. EUROPEENNE DE PUBLICITÉ.
FULGÉRAT.

Accident Discovers Name "Ruvia" for Mennen's

Over Two Hundred Arbitrary Names Had Been Invented and Found Wanting When the Right Name Was Found in a Curious Way—Mennen Has Added Six New Products in Last Two Years

THE Gerhard Mennen Chemical Company, of Newark, N. J., has been rapidly adding new members to its family of products in the past two years. In that time six new products have taken their place in the Mennen line.

These products are as follows: a talcum for men, a cream-tint talcum, a cold-cream, an antiseptic dusting powder named Korakonia, which is being merchandised exclusively through physicians and in medical papers, a tar shampooing cream in collapsible tube, and Ruvia, a deodorant, the newest comer.

W. A. McDermid, the sales manager, tells about the discovery of the name Ruvia. He writes:

"The name Ruvia has a rather amusing history. In my office is a poster by Ludwig Hohlwein, issued by the Wonalancet Company, and advertising its Peruvian Cotton. One day the letters 'p' and 'e' were obscured, leaving 'ruvian,' and we commented on the possibility of this as a name for a perfume. When we came to select a name for the cream deodorant we wished to get completely away from the monosyllabic and more suggestive names which seemed to have become a habit for products of this character. Over 200 arbitrary names were considered and the dictionaries were ransacked for a word which would have some significance and at the same time be pleasing.

"For example, we endeavored for some time to make a pleasing variation of the Persian word 'vara,' which we are told means a rose. But without success. Finally, we came back to our original idea and Ruvia was selected with, I think, good results, as it seems to satisfy the requirements

as a name for a product of this character."

The Mennen Company is pushing all of its items energetically. The appropriation on the shaving cream has been increased 50 per cent this year, and the company now feels that this product, after four years' work, is well established in the favor of consumers. Last year showed a 140 per cent. increase in the business on that item.

As soon as distribution on the tar shampooing cream is completed, that, too, will be well advertised. Distribution is being gotten for it through inserts put into the shaving-cream packages. Mr. McDermid says that the returns from these inserts have been extraordinary, though on the whole not surprising, inasmuch as the two products are so closely allied in their purposes.

The first copy for Ruvia appeared in the women's and class magazines for June.

Advertising May Decide State Liquor Question

The question of State-wide prohibition is to be contested at the polls in California this fall; and the indications are that the battle will be almost entirely one of advertising. The California Taxpayers' League, an organization opposed to prohibition, is already using street-car space in the larger cities of the State to argue against abolition of the liquor business. One piece of copy shows a California desert scene with part of the land planted to grapes, and carries the message:

"Save the Vineyards
"The grapevine is reclaiming the desert lands of California. Will you vote to stop the good work?"

The forces in favor of prohibition, it is known, will also use advertising space very heavily in this campaign. In fact, the defeat of the prohibition amendment two years ago when it was submitted to the voters is attributed in some quarters to the failure of the prohibitionists to use advertising space as liberally and as intelligently as did their opponents.

Harry Slein to Direct Canadian Company

Harry C. Slein, formerly advertising manager of the Yawman & Erbe Mfg. Co., Rochester, N. Y., has been elected managing director of the Office Specialty Mfg. Co., Ltd., Newmarket, Ontario, which is the Canadian organization of Yawman & Erbe. He will take charge of the business June 1st.

CLEVELAND

Has an Extra \$5,000,000 to Spend!

A continuous street-car trip only costs 3 cents in Cleveland.

250,000,000 of Cleveland's 350,000,000 street-car passengers in 1915 saved 2 cents a ride, compared with the nickel fare in other places.

That's an extra \$5,000,000 for Cleveland to spend for nationally advertised goods, including yours, Mr. Manufacturer, if you tell Cleveland about them.

The Cleveland Plain Dealer's Advertising Supremacy

faithfully reflects Cleveland's unusual power to buy advertised goods, for the **PLAIN DEALER** has been first choice with Cleveland's homes and advertisers for 75 years.

Western Advertising Representative:
JOHN GLASS
Peoples Gas Building, Chicago

Eastern Advertising Representative:
JOHN B. WOODWARD
Times Building - - New York

There's ex

DEVOTED TO ART, LITERATURE, AND SCIENCE
VOL.

The Big Sheet
that covers
the needs of
a MILLION
and a
QUARTER
HOMES

A MILLION AND A HALF WORDS of the highest-grade reading matter—that's what COMFORT gives its subscribers EACH YEAR. This amount is *over three times* the average printed by the other magazines that are nearest to COMFORT'S class.

We give our readers, not only the *most*, but the *best*, maintaining always an overwhelming lead. This you can prove for yourself by comparing COMFORT with other magazines.

Our eighteen regular departments are conducted by experts. Our Editor is the highest salaried employee of COMFORT and he earns his pay.

F
with
policy
and
COM
reade

I
maga
let it

WALTER
New York

es everything in



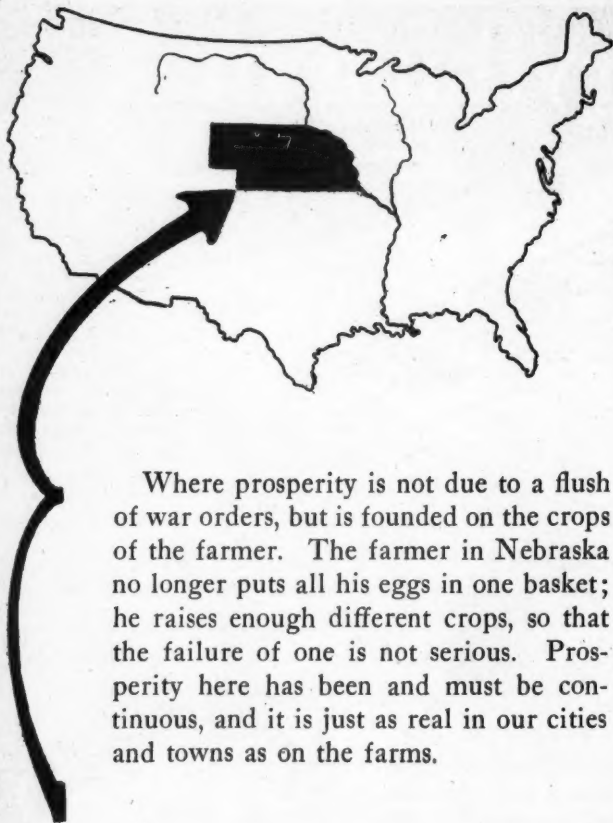
Every story and article is selected with the utmost care—for each must fit our policy—must be *exactly adapted* to the needs and desires of our subscribers. The ease with which COMFORT gets renewals proves that we *do* please our readers.

Is it any wonder that COMFORT outpulls every other magazine going to the farms and the small towns? Why not let it pull for you?

W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Avenue Hall

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.



Where prosperity is not due to a flush of war orders, but is founded on the crops of the farmer. The farmer in Nebraska no longer puts all his eggs in one basket; he raises enough different crops, so that the failure of one is not serious. Prosperity here has been and must be continuous, and it is just as real in our cities and towns as on the farms.

**Your advertising will make good
in Nebraska**

This Advertisement is published under the auspices of the Nebraska Publishers' Bureau, composed of the following leading periodicals of the State:

Twentieth Century Farmer
The Nebraska Farmer
Nebraska Farm Journal
Omaha Daily Tribune (German)
The Hospodar (Omaha)

Omaha Bee
Omaha World-Herald
Nebraska State Journal
Lincoln Daily Star
Norfolk Daily News

Fremont Tribune
Beatrice Express
Hastings Tribune
Nebraska City News
Nebraska City Press

Making Big Capital of News While It Is Hot

Nestlé Food Co. Found a Ready-made News Condition and "Hit" the Line Hard with Unusual Results

By Henry A. Beers, Jr.

STRAIT news, that is, newspaper news, is written from a strictly impersonal standpoint. It records a series of incidents that have so shaped and intertwined themselves in the course of events as to adhere in a unit, making a story.

Advertising copy, on the other hand, however unbiased, is admittedly interested in favor of itself, and rightly so. It is more nearly news in the sense that the book reviews or dramatic criticisms or sports comments are news. Here the news elements consist of the commentator's views on things already recorded facts, but of continued interest, if the viewpoint is sufficiently interesting or well stated.

This is one of the most important tasks of advertising, to create a situation whereby subsequent copy takes on a news value in the sense we have defined. Lucky the concern, then, that runs across such a situation ready-made.

In its present campaign, Nestlé's Food Company has found just such a ready-news-made public attitude a mighty powerful factor for influencing druggists to display its goods.

This company is running a newspaper campaign in eighty-one cities all over the country, besides a magazine campaign in fifteen of the general and women's publications, ranging in size from 134 lines to full-page copy. This newspaper advertising started in April and will run once a week in some, and twice a week in other localities, until October. The copy is uniformly seventy-five lines over two columns, and is of an educational strain, dealing with the dietetic care of babies.

In addition to its national, street-car and newspaper advertising, Nestlé's is utilizing, first,

the remarkable results it obtained through a mail campaign to induce physicians to make trial food tests with its food. Second, it is tying up its sales and advertising efforts to the almost spontaneous national movement now generally known as better-baby week.

All of these elements it is using, either separately or together, to get the really remarkable results recorded herewith. For example, in some of the cities



The Baby Food That's Always Safe

There's a sickness for your baby in old milk - there's trouble for you in sour milk. Summer complaint comes nearly always from raw cow's milk - and summer complaint carries off more babies than any other cause. There are only two ways to keep your baby safe and milk can't sour or spoil or carry germs. The second way is to give him

Nestlé's Food

(A Complete Food - Not a Milk Substitute)

Nestlé's is safe, because you add only water and it is ready when you mother used Nestlé's seven years ago five use it today. As the "Beverly Hills" movement grows, so also grows the use of Nestlé's.

Nestlé's is the milk of healthy babies in every family. The pure and healthy for your baby are simple - these things your baby needs are not in your's milk are added. Reduced to a powder, packed in all-weather cans, for germs or sickness can get none it. You

add only fresh water, and you may know that you are giving your baby health and strength in each bottle of Nestlé's Food.

Send the coupon for a FREE Year Package of 12 tins and a book about babies to druggists.

NESTLÉ'S FOOD COMPANY
100 West 40th Street, New York
Please send me FREE your book and year package.

Name _____
Address _____
City _____

TYPE OF EDUCATIONAL NEWSPAPER COPY

where no baby shows were, or are, contemplated, it has used the results obtained through circularizing the physicians to secure the local druggists' co-operation. In New York City there was no doctors' campaign, the intense local interest in Baby Week acting as the sole basis for the company's window-display campaign.

During the baby week in this city, 1,028 out of 2,700 druggists circularized put in window displays furnished by this company; this, despite the fact that the

average druggist in this locality makes at best but a cent or two of profit on the goods, the net cost to the small dealer being \$4.50 a dozen for the fifty-cent package, and the average consumer-price in New York City being thirty-eight to forty cents for this size. Nevertheless, the windows were put in wholly on the strength of the window materials furnished, without a penny's worth of free goods as an incentive.

In New Orleans, where the company conducted its first window and newspaper campaign of this sort, during Mardi Gras,

nate, as we have remarked, in having the ground already broken for it. The movement has had the tremendous support of women's clubs, civic bodies, health departments, national periodicals and newspapers all over the country, until baby-week campaigns are becoming an annual and national institution. So important has been this development that the Children's Bureau of the U. S. Department of Labor has issued a sixty-four-page bulletin on baby-week campaigns, with suggestions for carrying out the idea in communities of various sizes.



THIS WAS THE INSERT THAT BROUGHT THE RESULTS

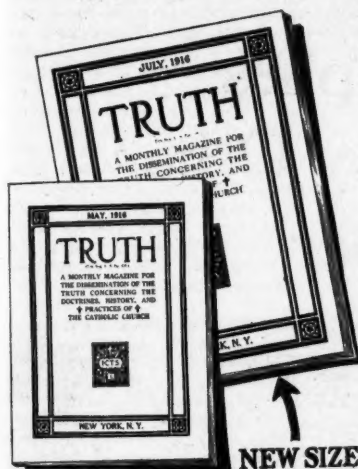
which was also Baby Week—March 4 to 11—a 20 per cent increase in sales has resulted. In this city a mail campaign among the physicians drew ninety-eight requests for samples to use for a trial feeding, out of 444 circularized. Of these, forty-one came back for extra samples. Twelve of these, in turn, asked for further supplies.

In tying up its sales and advertising efforts with this better-baby movement, Nestlé's, in common with other companies making use of this idea, is peculiarly fortu-

But in reaching these results it must be borne in mind throughout that almost a score of years of advertising ripened the Nestlé opportunity when the baby-week movement broke.

COLORS PRINT, WITH LETTER, WAS RESULTFUL

New Orleans was the first city into which Nestlé's pushed its campaign. As this company employs no sales force, all of the work has been done by mail, with the co-operation of the local newspapers. The task of inter-

OLD SIZE 6 $\frac{1}{2}$ X 9 $\frac{1}{2}$ NEW SIZE
9 X 12

TRUTH

(Established 1896)

National Catholic Monthly

After nineteen years
—changes form to
—9x12 inches.

Beginning with July, 1916,
issue (forms close June 15th)
TRUTH MAGAZINE,
New York, will adopt a
page 9x12 inches—type size
7 $\frac{1}{4}$ x10 $\frac{1}{2}$ —441 agate lines.

TRUTH'S present page rates—based on 224 agate lines—will apply as follows:

Up to and including August 31st, reservation orders will be accepted for pages—halves and quarters, at the rates named in the present card.

These orders—providing space thereon is used in or prior to the October, 1916, issue—will protect advertisers up to and including the issue of August, 1917.

A new rate card, now in course of preparation, based on TRUTH'S increased page size—441 agate lines—will apply on all orders received after August 31, 1916.

NO INCREASE IN THE AGATE LINE RATE

Truth Magazine, Inc.

Member of the Audit Bureau of Circulations

JOHN J. O'KEEFE, *President*

412 Eighth Avenue

New York City

More Replies Than Any Other Newspaper

The Aluminum Cooking Utensil Co.

"Wear-Ever"

IN REPLYING PLEASE REFER TO

H. P. COMSTOCK
MANAGER KANSAS CITY OFFICE
WALTON BUILDING

Kansas City, Mo.

HPC 512
May 12, 1916

The Kansas City Star,

Kansas City, Mo.

Gentlemen:

Referring to your recent inquiry as to the results of our "Wear-Ever" advertising campaign in the Star last spring, will say that we redeemed 67,513 Kansas City Star coupons.

According to our records there were more "Wear-Ever" coupons redeemed from the advertisements placed in the Kansas City Star than any other single newspaper in the United States.

Yours very truly,

H. P. Comstock
District Manager

esting the dealers started early in February, and after the newspapers had lined up seven of the big stores on the main street, the company circularized the 211 druggists with a letter explaining the advertising it proposed to run during the local baby week, and asking the druggist to co-operate with a window, the setting for which the company would supply free. Enclosed with this letter was a colored print of the suggested window, and a return postcard. In all, this letter secured 135 dealers, and subsequently twenty-five more asked for the materials.

This is the secret for such good results, as A. M. Stewart, advertising manager of the company, construes it, for a product which has been so victimized by the price-cutter that the average profit, where a profit is made, is rarely more than one or two cents per unit.

Baby week is an event of intense local interest. Public officials and private citizens join hands in boosting it, and the local press lends its news and editorial columns gladly to the occasion. Any dealer with half an eye can see the good of tying up his store to the event.

A BABY WINDOW RATHER THAN A NESTLÉ WINDOW

Therefore this company figured that an effective way to aid the dealer in forging this link should earn him ready acquiescence. To meet the requirements of the druggist it got up a window, not centered primarily around its product, but featuring the druggist's whole line of baby goods. At the top-center of the window is a broad rectangular strip, headed "Baby's Window—Isn't there something here that you need?" At either end of this strip sits a baby, clasping a package of Nestlé's Food. The window is then flanked on either side by broad strips running vertically for the full height of the glass. The tops end with circular panels in which appear some of the familiar creeping baby figures from recent examples of this company's

advertising. The bottoms terminate with circles showing Cupid whispering into the ear of a stork, standing guard over a nestfull of human babies, this advice—"Give the babies Nestlé's Food."

Other cut-outs and window decorations are arranged for the window's interior. But the important point is that the long lateral window strips name such goods as nursing bottles, talcum powder, bath thermometers, baby combs, scales for weighing, rubber sheets, castile soap, etc., in addition to Nestlé's Food, which latter is given more prominence only in that it appears in red capitals, alongside of a reproduction of the package.

These other goods are also shown in profusion in the suggested arrangement of the window.

In its letter to the retail druggists the company emphasized this feature of the display, and also offered to send samples of the food to any names the druggist might send in. In addition the druggists were supplied with copies of the company's Mother Book, a ninety-six-page, illustrated treatise on the care and feeding of babies. Some of the druggists supplemented the window materials furnished by pasting a row of illustrations from this book across their windows to lend added interest.

PHYSICIANS' RESPONSE

The campaign among the physicians was interesting in the percentage of replies it pulled from this notoriously cautious professional class. The company studied and tabulated the mortality statistics of New Orleans for the years 1914 and 1915, with an eye to the number of infant deaths from intestinal troubles, a matter pertinent to its proposition.

It discovered that in 1914 there were 292 deaths among babies from diarrhoea and enteritis, while in 1915 there were 346 such deaths, an increase of fifty-four, or eighteen and five-tenths per cent.

Accordingly, the company made these figures the basis for the following letter:

INFANT MORTALITY IN NEW ORLEANS

| | |
|-------------------------|------------------|
| Diarrhoea and Enteritis | |
| 1914.... | 292 Deaths |
| 1915.... | 346 Deaths |
| Increase 1915.... | 54 Deaths (18½%) |

Dr. Blank:

This increase of infant deaths from diarrhoeal causes of nearly 18½ per cent during the past year needs your attention.

Pediatricists generally agree that raw cow's milk, diseased or improperly handled, causes most of the trouble under this classification. Don't subject the babies in your care to the dangers of raw cow's milk.

Dr. Forsythe, the eminent English physician, stated that, "When mother's milk is not available the dry concentrated milk powder soluble in water is the safest and most convenient form of infant feeding."

Such is Nestlé's Food, a complete food and not a milk modifier.

That infants thrive on Nestlé's Food has been demonstrated beyond all possible question day after day during the past forty-five years, and in the last seven years sales have increased 500 per cent.

If you have had no recent personal experience in feeding infants on Nestlé's Food, we want you to make a test. Shall we send you a supply for this purpose?

The reply postcard is enclosed for your convenience. We look forward to its return.

Besides this, the company is conducting a sampling campaign, every newspaper advertisement containing a coupon good for a twenty-five-cent package, enough for twelve feedings.

In New Orleans, also, it ran two big advertisements listing the names and addresses of the 135 dealers who installed baby windows.

In Pittsburg, where the better-baby campaign runs a month, the company has about 175 windows out of a possible 434. Each week it runs an advertisement listing the dealers who have Nestlé baby-windows that week. Here some of the dealers are running the window for a month.

In La Crosse, Wis., during Baby Week, May 15-21, out of seventeen dealers fourteen put in the display.

In Rochester, N. Y., where no baby week was celebrated, the company conducted a special campaign, asking the physicians to make a special feeding test. It first sent out 100 letters early in January without a return postcard. It received no replies. Next, 309 doctors were circular-

ized, this time postcards being included, and seventy-four requests for first samples resulted.

A month later the company circularized the dealers on the strength of the physician campaign, and out of seventy-six thirty druggists put in baby windows, some of which ran as long as three weeks and a month.

WORK ON DOCTORS IN SPECIAL LOCALITIES

Another phase of the campaign among doctors is that the company gets newspaper clippings from all over the country on the milk situation. Where there is any sign of trouble, it starts its campaign among the doctors.

In January it noticed that there was trouble in Utica, N. Y., because of frozen milk, resulting in many cases of infant diarrhoea. It thereupon circularized 100 physicians with a letter saying that a New York physician had reported as many cases of infantile diarrhoea during the recent cold snap as in the corresponding period last August; raw cow's milk, it continued, is as dangerous in winter as in summer. The letter concluded with a free offer to supply enough Nestlé's Food to make a trial-feed test for two months. This letter resulted in twenty-six requests.

On the strength of these results, out of forty-one druggists in Utica thirty-two put in the baby-windows, and sales in that town are running ahead.

In New York City, where it secured in excess of a thousand windows, the company had originally planned a joint window with another manufacturer of baby articles, through a dealers' window-dressing concern. On April 28th, however, this plan fell through, and with the start of the baby show a week away, the company got out this letter, which was sent to 2,700 retail druggists in New York City, together with the colored insert of the window:

Mayor Mitchel wants every one of us to join in the campaign for "Better Babies," May 6th to 13th.

Let's help make this campaign the greatest thing of its kind New York has ever known.

Solving New England Sales Problems

IF this rich New England territory of yours presents a sales problem to you, a complete analysis of dealer and consumer conditions surrounding your product will help you solve that problem.

The Merchandising Service Department of the Boston American will, upon request, make a trade investigation covering various sections of the 39 cities and towns within a 13-mile radius of Boston's City Hall and submit a report which will help you base your plans on *facts*.

Ask us how this department works. Ask us what we have done for other advertisers. They received reports without frills—knocks as well as boosts, *but they received the facts*. And their sales and advertising campaigns were planned to meet actual conditions.

The Boston American has a greater net paid evening circulation than all the (five) other Boston evening papers *combined* and the largest net paid Sunday circulation in New England.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

Intensified Publicity

AGENCY
Overland
AUTOMOBILES

The difference between mere advertising and intensive advertising is the same as between farming and intensive farming. One produces a living, the other a living *plus a profit*. And it costs so little extra to advertise intensively — to plug the leaks through which prospects slip. Simply complete the advertising cycle and show them *where to buy*, as well as *what to buy*.

MEYERCORD Decalcomania Window Signs

Whether advertising automobiles, watches, rubber heels—no matter what your line—your magazine publicity can be made doubly effective with these signs. Sell your prospect from the page and then let one of these signs remind him of his decisions. That's how to turn men into the buyer class. That's the plan O'Sullivan Rubber Heel Co., Overland Automobile Co., Hart Schaffner Marx, Northwestern Knitting Co., Hamilton Watch Co., Stewart-Warner Co., and scores of equally big companies use so profitably. And why not use it yourself?

When writing for fuller particulars, don't forget to

Ask For Samples

The Meyercord Company
Chicago — New York

Boston, Philadelphia, San Francisco, Buffalo,
Havana, Toronto, Dallas, Cleveland,
Minneapolis, Atlanta, Winnipeg

Every mother is watching the campaign with great interest. Your opportunity is to show the mothers in your neighborhood that your store is headquarters for all things they need to help make their babies "Better Babies."

We want to help by sending you a Baby Window Display. This display, as you see by the picture, is a real "Baby Window," so full of life and color that it is sure to attract customers to your store. It will feature your whole line of baby things and make your cash registers ring with sales.

Just fill out the postcard, and the display will be sent you entirely free of charge.

If we can be of help to you in any other ways, please let us know.

As a result of this, 1,028 windows were secured. It must be remembered that these windows were secured simply by letter, offering to supply materials—nothing else. The Liggett chain put in a dozen of these windows.

Adams & Flanagan, a Bronx department store, which had never sold food of any kind before, installed a Nestlé's Food demonstration, with sampling, and sold \$50 worth in four days. They also gave space in their newspaper advertising calling attention to this demonstration.

While this record of results is considered remarkable, under the circumstances, it is interesting to note the attitude of individual druggists who refused the display, wanting free goods, cash or price protection in exchange for their co-operation. Some of them utilized their postcards to forward the following advices:

"Kindly *keep your baby-window trim*, together with Nestlé's better-baby booklets for counter distribution *for yourself*." (The italics are the words inserted by this druggist in the printed request on the postcard.)

"Give us a living proposition and we'll co-operate."

"Why! Do you know that the druggist *does not* average 5 per cent on your food—I never recommend Nestlé—always A. D. S., or something else."

"Will use same, providing you pay \$2 in cash or goods for rent of window."

"We have a prominent window, viewed by about 6,000 people daily. We charge \$5 per section in goods."

"Let us know, first, the quantity of *free goods* that you allow for the window display. Otherwise, do not send anything."

In Atlanta, Ga., where a baby show was celebrated last week, two of the newspapers which were instrumental in promoting the celebration helped get windows for the company. Here fifty-three out of ninety-three druggists put in the baby window, among these being the eleven Jacobs' pharmacies.

While the General Federation of Women's Clubs had planned a National Baby Week for March 4-11, in many localities this was too early for the babies to come out. But it had the effect of starting something, and the various localities have modified the dates to meet their requirements.

CONDUCTS INFORMATION BUREAU

Besides the work already cited, Nestlé's also maintains a bureau for disseminating information about baby-weeks, and answers queries from committees, clubs, department stores, etc. To all inquirers—and there are many—it sends a copy of the Government's bulletin on baby-weeks, and such other suggestions as seem to fit the requirements.

There is another point that this company has grasped which may be responsible for some measure of the success it has had with its windows. It has realized that the average retailer is interested in selling as many correlated commodities as he can. Therefore, in shaping its policies, it has taken this big point into consideration, and has not narrowed its vision to only its own products. Notice that, in its letters, the company says absolutely nothing about "we advise you to stock early—and stock big." As the retailers themselves say, they pay rent for their windows, and the astute manufacturer, in planning his dealer helps, takes this factor into consideration.



"Shucks"

*said the farmer, when told
a new way to fatten hogs
in half the time—"What's
Time to a hawg?"*

Not much, perhaps!

But—to most firms,
delayed color-print-
ing means a loss that
"concessions" can't
square.

The firms who must
have their color-
work quick find
QUADRI-COLOR
a good place to come.

Instead of making
deductions or re-
runs, we deliver per-
fect work on time.

"COLOR"—a 32-page
booklet; free on request.

QUADRI-COLOR COMPANY

Color Printers and Engravers

306 EAST 23RD ST.
NEW YORK CITY

New Outdoor Advertising Organization

The Associated Outdoor Advertising Companies were organized in Cleveland at a meeting on May 15 and 16. The officers elected were: president and chairman of the board of directors, A. L. Melvin, of the Melvin Sign & Advertising Service, Detroit, Mich.; first vice-president, J. H. Birck, of the B. B. Advertising Co., Boston; second vice-president, I. H. Pendleton, Pendleton Advertising Co., Pittsburgh; third vice-president, Ben S. Sibley, Sunset Advertising Co., San Antonio, Texas; secretary and treasurer, J. H. Latchford, Bond Outdoor Advertising Company, Toledo, Ohio.

The directors are the officers named above and J. H. Ahern, of the Ahern Advertising Company, Chicago, two other members not present also being elected as directors. Additional directors will be elected at the next meeting.

Yale Advertising Men Dine

The first annual dinner of the Association of Yale Men in Advertising was held at the Yale Club, New York, on the evening of May 26. Fifty-two men were in attendance. The temporary officers and committees were continued until the Fall smoker.

The speakers were: R. H. Cory, president of the Association; George Parmly Day, treasurer of the University; Professor Weld, head of the graduate School of Business Administration; Sidney Colgate, Percy Jackson, and E. R. Crowe.

Mr. Crowe stated that the Association has in its membership Yale men located in all parts of the country—those engaged in advertising and those who use advertising in their business.

A Space-buyer in Embryo

Pat went to a druggist to get an empty bottle. Selecting one that answered his purpose, he asked:

"How much?"

"Well," said the clerk, "if you want the empty bottle it'll be one cent, but if you have something put in it we won't charge anything for the bottle."

"Sure, that's fair enough," observed Pat. "Put in a cork."—*Country Gentleman*.


Leonard W. Smith Makes Change

Leonard W. Smith, for five years in the service department of the Fowler-Simpson Company, of Cleveland, has joined the Thompson-Carroll Company's staff in the same city.

Rosier Joins Hillman's

Oscar Rosier has resigned from the selling force of Barron G. Collier, Inc., to become advertising manager of Hillman's department store, Chicago. He was previously advertising manager to The Hub, Chicago.

The Charm of Old Time Hand-Made Paper

 HE richness of hand-made stock has never been approached so closely in present day machine-made stock of moderate price as in Roycroft Antique. It has the soft, restful egg-shell surface, the clearness of color, the bulkiness and all the other touches of elegance that make the vogue of hand-made papers endless and enduring. In the June issue of our little magazine "Paragrafs", you can see what pleasing effects, simple to design and inexpensive to produce, can be secured by using

Roycroft Antique

The issue is printed throughout on this distinctive stock, and demonstrates convincingly the great possibilities in one-color printing when the right kind of type, appropriate typographical display, good presswork and Roycroft Antique are brought together.

Roycroft Antique is carried in stock
in two colors—White and India
25 x 38 — 70 — and — 28 x 44 — 90

"Paragrafs" for June contains two articles, "The Page Size of the House Organ" and "When and How to Use Antique Papers", which almost every reader of *Printers' Ink* would find interesting and helpful. Write today and we will put you on the mailing list.

THE WHITAKER PAPER COMPANY CINCINNATI, OHIO

Birmingham

Detroit

Atlanta

BAY STATE PAPER CO. DIVISION—BOSTON
SMITH, DIXON DIVISION—BALTIMORE

New York Office—Fifth Avenue Bldg.

Chicago Office—Peoples Gas Bldg.

Half Million Direct Subscription Circulation

Last January the National Geographic Magazine announced its guaranty at four hundred and fifty thousand paid-in-advance-direct subscription. With the February issue, the steady increase in subscription made mandatory an advance to 475,000; in March to 500,000, and, as the subscribers insist on having their volumes of the Geographic complete, the January number had to be reprinted, because the original edition was completely exhausted.

Ninety-seven and one half per cent of the paid-in-advance subscribers of last year renewed—a gross loss of two and one half per cent (one per cent above the country's death rate), and our increase of one hundred thousand in twelve months, without the use of a clubbing offer, premium, or solicitor, necessitates a readjustment of advertising rates. Therefore, after July 1, 1916, the cost will be \$800 per page and pro rata with a guaranty of 500,000.

Until July 1, space contracted for the balance of 1916 will be entered on a non-cancelable basis at the \$700 rate (\$1.40 per thousand) for the most amazing quality of circulation in the magazine world. After July 1, it will be \$800.

All covers and preferred positions are sold.

The advance in rates is based solely on the increased direct subscription circulation and not on the fact that we publish more color work, photogravure, panoramas, and maps than any other monthly in America.

The maximum of advertising pages is 50 in any single issue.

Exhaustive Analysis of Circulation by official auditor of A. N. A. upon request.

**The National Geographic Magazine
Is Published at Washington, D. C.**

ADVERTISING DIRECTOR

**NATIONAL GEOGRAPHIC MAGAZINE
WASHINGTON, D. C.**

Chicago Office:
**WILLIAM GODSO
ROBERT BANGHART
Harris Trust Building**

New York Office:
**JOHNSON M. TROXELL
1 West 34th Street
Phone, 643 Greeley**

Do Your Letters Command Belief?

Some Examples of Letters That Do and Do Not Cause Readers to Believe
What Is Said

By Harrison McJohnston

MR. SMITH, the advertising manager who makes a co-operative study of sales letters with his ten sales correspondents, dipped into his folder of letters which illustrate the application and the lack of application of the features that gain the reader's belief in the statements of the letters we write.

"Suppose you were to get a letter which begins like this," he said, as he handed me a letter from a publishing company—a letter that was used on a 100,000 list of names. At the top of the letter-head was a quotation typed in red ink. It read:

"I hope nobody will ever again send me a whole set of books like these. For four days it has been impossible to get anything done about the house. Nobody will come to meals or go to bed or do anything, but read—"

"Sounds phony, doesn't it?" asked Smith. "Yet it's good when you remember that it went to much less sophisticated people than you and I—people who know less about the artifices of letter-writing. And even business men are inclined to believe it after they read the first paragraph of the letter—notwithstanding that the '100,000' at the end of this paragraph has been artfully changed to '105,000' with pen and ink."

This paragraph reads:

"Dear Sir: The above letter came from Superintendent of Schools W. P. Colburn, of Rhineland, Wis. There is a whole file-case full of similar messages from — subscribers, who now number 105,000."

"That an advertising man might not be convinced," Smith continued, "is not much against the letter. I could not think of a class of prospects that would be more difficult to convince by means of either real or apparent artifice. On the other hand, advertising men, like personal sales-

men, are the easiest possible market in which to sell on a straightforward, plain-fact basis without use of the knowing methods that many salesmen and sales correspondents seem to feel necessary.

"Changing 100,000 to 105,000 with pen and ink, however, would really cause many people—not only advertising men—to suspect that this was done to make the number *seem* to be more exact. Therefore this artifice would tend to arouse disbelief, no matter how correct the figure might be. The fact that 105,000 is correctly typed in another part of this letter dispels the feeling that the additional 5,000 subscribers might have been secured after the letter was printed, and tends to force the conclusion that the 100,000 was printed in the first paragraph in place of 105,000 just to give the chance of changing it with pen and ink.

SIMPLICITY IN TRUTH TELLING

"Seldom is it possible in telling the truth to help along belief in it by means of artifices which are frequently used to cause lies to get by—especially so when the letter goes to business men, and to advertising men in particular. Our experience has taught us again and again that it is often better to omit a statement, no matter how true it is, in case it is a statement which the reader would not be inclined to believe, unless we pile up evidence to force belief. Letter space is too valuable, as a rule, for statements which must be proved by using a great deal of space. And very often the more space necessary to prove a statement in a letter the less likely is the writer to be successful in getting belief in his statement.

"But here is a redeeming feature—the next paragraph. It reads:

"A real prize for promptness.
 "Now, we have no desire to upset your household, but the arrangement with Mr. — (the author's name) by which we can give his authorized set of short stories free to our subscribers is soon to terminate."

"You see, the good-natured tone of the first part of this paragraph somewhat allays suspicion. A display of genuine good nature nearly always tends to get the reader's confidence, as in the case of personal selling. This touch of humor does much to dispel any doubt that might have arisen from reading the preceding paragraphs. And it also serves to allay doubt which might arise because of indefiniteness concerning the time when the agreement terminates. Yet in the following paragraph are a couple of words which revive doubt in the veracity of the letter."

This paragraph reads:

"One hundred and five thousand people have hastened to get the free — with their complete set, the library edition which we published at a very low price after every copy of the first limited edition was snapped up at \$125."

"Don't you think it would be hard for the average reader to believe this paragraph readily, especially the business men to whom this letter was sent?" Smith asked. "Those two words, 'hastened' and 'snapped,' are 'live' words, all right, but unfortunate. It seems somewhat unreasonable that a cheap edition would be put out because a limited edition is 'snapped' up at a price which is several times the price of the cheap edition."

The next paragraph reads:

"Absolutely everything that was in the \$125 edition is in this new library edition—all that the world has or ever will have of —, and this is your chance to own it at one-eighth the first price—and with the — set free."

"This paragraph, of course, takes advantage of the statement in the foregoing paragraph as a means of impressing the reader with the worth of the low-priced set; and it lets the reader draw a conclusion for himself some-

thing like this: 'Well, if some people snapped up the limited edition at that price; this edition ought to be a bargain if it is essentially like the limited edition.' And belief in the real worth of the books is strengthened greatly because the writer of this letter lets the reader draw this conclusion for himself. In spite of the fact that dogmatic and arbitrary assertions carry weight with most of us, and that it is easier to believe than to disbelieve positive assertions, and so on, it is still true that we all are inclined to believe more readily in conclusions which we ourselves have independently reasoned out.

READERS, IF INTERESTED, WILL DRAW
 OBVIOUS CONCLUSIONS

"That is another good idea for getting belief. As far as possible let the reader do the reasoning—making sure, of course, to give him facts in the manner that will make it as easy as possible for him to come to the conclusion desired. Nearly all of us believe that we are looking out for our own interests as best we can; therefore we naturally have more confidence in conclusions that are our own. Yet how many letters not only give interesting facts but also the obvious conclusions to be drawn from the facts. Take this letter:

"Just see what we do to give you good goods at low prices. We go into the raw-material markets and make purchases in immense quantities. That is a big saving. We work up the materials under the most systematic methods that a corps of the world's best manufacturing experts can devise—more saving."

"Now, as a rule we find that, in a case like this, the reader is more likely to believe in the big saving if this rather obvious conclusion is not forced on him. We would probably omit 'that is a big saving,' or, better, we would quote definite figures concerning the saving. Then we would be stating more facts. There's a big difference in effect on the reader between statements of fact and statements of conclusion. Conclusions are too much like the 'other fel-

To Bankers

In the May 11th, 1916, issue of Printers' Ink was published one of the most remarkable interviews ever printed in an advertising journal.

We refer to the article "What the Banker Wants to Know About Your Advertising"—An Authorized Interview with Ralph Van Vechten, Vice-President, Continental and Commercial National Bank of Chicago.

In direct line with this it is pertinent to call the attention of Bankers and Financial Men to our book "Modern Merchandising." It shows the relation of Advertising to Selling as applied to the banker's customers.

This book properly defines merchandising as the movement of the manufacturer's product from the factory to the consumer. It shows wherein advertising facilitates marketing, simplifies selling, insures profits and promotes sound financial dealings.

Any Banker, Financial Man or Manufacturer may have a copy of "Modern Merchandising" by addressing

Mallory, Mitchell & Faust

Advertising and Merchandising Counsel

Security Building - - Chicago, Ill.





PERKINS-GOODWIN CO.
33 WEST 42nd STREET, NEW YORK

SOLE SELLING AGENTS
TIDEWATER PAPER MILLS CO.
100 TONS NEWSPRINT DAILY

WE CAN FILL ORDERS FOR
IMMEDIATE SHIPMENT



low's' opinions—which are always open to question.

"Now, that is just about the manner in which my bunch of sales correspondents think about the letters they write. We always get the combined opinion of all the men on each form-letter. Any points about which we disagree—and whenever ten thinking men happen to agree on a point the opinion is likely to be correct—we take up the point with several typical prospects usually on the same day they receive the letter in their mail. Just last week we sent two men out to Aurora to clear up several mooted points on a letter that had failed to land business. It was not a form-letter in this case. But the case was similar to others which we had to handle by individual letters. Incidentally, these men not only got light on an important consideration from the prospect's point of view, but also got the order.

HOW TWO SALESMEN MAY WORK TOGETHER

"Yes, I said 'we' sent two men to Aurora. I mean the ten of us—for I am one of the boys—agreed on this. The two men covering that territory went. We find that it pays to combine brains in as many ways as possible. For example, the total territory we cover is divided into five parts, not ten parts, although ten of us are writing sales letters. We find that two heads are better than one on a territory. When two men are working out a problem together, more thinking and sounder thinking is likely to be done. What one man doesn't think of the other will as a rule. Also, when one man's letters fail to land an order, the other, with his different point of view, is often effective. It's the same principle as applied in personal selling when one salesman has exhausted his efforts to sell and another so-called 'closer' comes along with his fresh point of view—and without the resistance due to the fact that the prospect has already turned him down.

"The point is, of course, that it is often advisable to let a sec-

ond man close the sale. The same principle applies in mail sales, although in a more limited way. Yet that is one important reason why we work our correspondents in pairs rather than singly. We figure that this plan enables us to close from fifteen per cent to twenty per cent more business than we otherwise could close. We find that in our case nearly half the sales we fail to close are cases of stubbornness on the part of the prospect, rather than any real feeling that it would not be advisable to buy. He has resisted so many letters from one correspondent that he hates to give in. It's a matter of pride. But when the other correspondent takes up the case and writes a closing letter that does not mention previous correspondence, the prospect somehow finds it easier to send in his order.

"There's another reason why it pays to let a second correspondent step in. The first correspondent, who has been coaxing along his prospect for several weeks, perhaps, seems, for some reason or other, unable to get up the courage to bring the sale to an issue and say, 'Will you or won't you give me your order?' He is too fearful of losing it after all his hard work. I am sure that we lost many a sale before we found out that it pays to get a decision of some kind, one way or the other. Usually when the prospect refuses to buy he gives a reason, and this reason gives us a chance to put him in a hole.

"Sometimes he does not reply when we force the issue. That's not a bad sign. We keep after him. Eventually we get a response, even if it takes a letter like this to get it:

"Dear Sir: There is a reason why you have not yet ordered. What is it? Will you tell me? I'll appreciate your prompt reply.

"Yours very truly,"

"There is something about that letter which makes it pull some kind of reply in nearly every case. And when the reply comes in—well, while there's life there's hope. But we were talking about letters that command belief.

"Now, here's a letter that gets the farmer's confidence. The writer told me that it has sold a trainload of paint to farmers. It is the first letter in a series used to sell paint direct to the farmer who has answered a farm-journal advertisement. This letter gets confidence because its tone is friendly and familiar, but not too familiar. The fact that the writer says he was once a farmer without seeming to force this fact on the reader illustrates an important idea often used to get confidence; a bond of common interest between the writer and the reader, especially the occupational bond. Most men are occupationally clannish, and find it much easier to trust a man whose knowledge of their wants is based on experience in their occupation. This point is particularly important when a city business man writes a farmer. Note how this letter covers the point:

"Here is the color-card and premium-list you asked me to send. Let me briefly explain why I am able to give you your choice of premiums as valuable as these.

CONFIDENTIAL, BUT NOT TOO MUCH
SO

"You will remember I said in my advertisement that I was getting up a list of premiums that would range in value all the way from forty cents up to \$11.75. Here they are. Study them carefully. I tried to pick things that I would have liked to see in such a list when I was out on the farm. I believe that every one of these premiums is of practical value to the farmer. And you can have your choice of them, as explained on the list, with your first order of ——— paint, or of my barn paint, or of both, in case you will paint both your barn and house."

"I call that a good direct start, free and confidential in tone, yet it gets right down to business. And the rest of the letter looks just as good. Note how it gets confidence by anticipating doubts that probably arise in the farmer's mind."

The letter continues:

"Why do I supply my paint direct to you at wholesale prices, instead of to the dealers who buy larger quantities at the same price, and *also give you a valuable premium* in the bargain for your first order? Here is exactly the reason, or, I should say, the reasons, for I have several of them:

"In the first place, when I sell my paint to the jobber or to the retail merchant, it is really not sold. I must wait for the retailer to sell it to the user before I can ship the dealer a new supply. I am dependent on him—and I am too much of a farmer to be dependent on anybody."

"There, again," said Smith, "the fact that the writer is a farmer is brought out effectively. The frank you-and-me tone is not overdone. Farmers are keen to suspect letters that are too clever. Only one or two men in the country, so far as I know, can write 'good-morning-how-are-you - today' letters to farmers successfully. This letter seems to get the same effect without wasting many words."

It continues:

"Then, too, the dealer usually carries several brands of paint, and, naturally, he pushes the sales on the brand that pays him the biggest profit. And the brand on which he makes a long profit is not a guaranteed brand of long-wearing paint, like ——— paint. Therefore, as a rule, the dealer does not push the sale of his best brand of paint. I don't blame him for that. You or I might do the same thing in his place. We all like to get as much profit as we can. That is what we are in business for. You are farming for the profit you can get out of the land. And I frankly confess that I am making and selling paint for the profit there is in it. I would be three kinds of a chump if I should sell paint for the fun of it. And I should be a bigger chump if I should try to make you think that I am going to all the trouble of making and selling the highest grade of paint just to keep myself out of mischief."

"I am in business, just like you or any other good business man,

A Building Material Manufacturer of national reputation recently made inquiry of a considerable number of prominent architects as to which Architectural journals they regularly read. *We had no previous knowledge of this investigation.*

The replies were sincere and therefore worth noting; the tabulation of the results of the inquiries furnishes the following *facts*:

The ARCHITECTURAL RECORD is being regularly read by *33⅓% more* architects than the next paper; by *over 200% more* architects than the third paper; by *350% more* architects than the fourth paper, and by *500% more* architects than the fifth paper.

The monthly advertising rate in the ARCHITECTURAL RECORD is but \$62.50 per page; practically the same rate as the other four papers. Advertising forms for the July Issue (our 25th Anniversary number) close on June 12th. The page size is *5½ by 8"*.

The net paid circulation exceeds 9000 monthly. A copy of the A. B. C. Auditors Statement, just completed, will be sent upon request.

THE ARCHITECTURAL RECORD

119 West Fortieth Street

New York City

Member Audit Bureau of Circulations

A Good Opening for a Young Advertising Man

The Publicity Department of this Company needs an additional assistant to devote special attention to the products handled by our Cork Department—corks, insoles, life-preservers, automobile gaskets and floats, etc. We want a man with a good education—preferably college-trained—not over 28 years of age, with some experience in direct mail advertising, combined, if possible, with a little knowledge of sales management. We could start him out at from \$1,500 to \$2,000 per annum, depending on his fitness for the job.

ARMSTRONG CORK COMPANY

Publicity Department
PITTSBURGH, PA.

for profit. That is exactly why I adopted my new policy—from paint-maker to farm-painter—because I thoroughly believe that I can sell much more paint direct to thousands of farmers than I could to hundreds of dealers, at the same price and at less expense. I will get a bigger volume of sales at less cost when I sell direct to you.

"You no doubt know something about what it costs to keep a bunch of traveling men on the road. They can see only a few dealers in comparison to the thousands of farmers I can talk to by mail for several postage stamps. Uncle Sam is my salesman. I know that he will make good for me because my plan of selling direct to users does save money for you. It gives you the chance to buy the very highest grade of paint at a saving of at least fifty cents on each gallon."

The next paragraph refers to a big, legal-looking guarantee, which is illustrated on the second page of this letter. The letter is printed on one big sheet folded into four pages. The letter continues:

"Your lawyer will tell you that there are no loopholes for me in this guarantee. This kind of a guarantee can seldom be given by the retailer. It must come direct from the manufacturer, legally made out like the 'guaranty' across the page, and this makes a lot of bother for the dealer when negotiated through him. This is another reason why I prefer to sell direct to you; a legally guaranteed paint like — is a lot of bother for the dealer, so naturally he would not push it like other brands. That guarantee means much to you. With it you are dead sure that — Paint will laugh at the winter storms and the hot summer sun for at least five years, that it will not peel off nor crack nor blister—that it will give your house a substantial appearance, alongside of which a house with cheap paint would be a sad contrast. In fact, I am willing to match up a five-year-old coat of — Paint with any one-year-old coat of any other paint that costs the same price.

"You get a good two-dollar paint for \$1.45 a gallon and you get a valuable premium with your first order. These premiums cut deep into my profit, but I am glad to give you your choice of them, as explained on the list, because I know it will not be your last order. A self-addressed envelope with an order blank in it is enclosed with this letter. Pick out the color or colors and jot down your order on the blank right now, put the order blank back into the addressed envelope and then mail it to me.

"Let me thank you for reading this long letter. I meant to make it long because I want you to fully understand my proposition. I want to supply the paint you need. I want your first order strong enough to give you a big share of my profit in the shape of premiums. Just figure up the total saving of money you will keep in your pocket by getting your paint direct from the maker. Then make out your order. Be sure to tell me what premium you want.

"Yours very truly,

"P. S.—Remember, I said in my advertisement I pay the freight."

Some writers might have said they did not mean to write such a long letter, instead of saying, as this man said, "I meant to make it long," which illustrates pretty well the basic reason why this letter was effective: it tells the truth frankly—the part about profits, for instance—and this, after all is said and done, is about the surest way to get the reader's confidence.

Help-wanted Ad Promotes Good Will of Public

Levy Bros., men's clothiers of Louisville, Ky., have solved the problem of making advertising for employees serve the purpose also of advertising to the public. In a recent six-inch newspaper ad, headed, "Wanted," the company said:

"If you're an experienced salesman of men's wear; if you can carry out the spirit of service with which we conduct our business, there's a fine job here for you. Good pay; good prospects; but you must be able at all times to put the customer's interest ahead of yours, and ours; you must think more of giving satisfaction than making sales."

Worcester Advertisement No. 6

A Good Combination

—The largest circulation of any Worcester daily.

—t h e *l o w e s t* Foreign Advertising Rate.

During the Year 1915
The Evening Gazette

Carried

754,740
LINES

more Display Advertising than any other Worcester daily newspaper.

Make no mistake about

*Worcester's Best
Newspaper*

The Worcester Gazette
Over '30,000 Daily

N. B.—These advertisements set forth the entire truth about the Worcester situation. They are worth re-reading.

JULIUS MATHEWS, Representative

Advertising That Reaches the Farmer

A List of Articles That Have Appeared on Winning His Trade

THE article in last week's issue of **PRINTERS' INK**, by E. R. Adams, an Oklahoma farmer, may have come as a revelation to some manufacturers who are seeking the farmers' trade.

Farmers are human—if the comparative may be used they are more human than city folk. Once there was a greater difference between the rural and urban population than there is now, but good roads, automobiles, advertising have all had a part in the leveling process. By and large there is a greater degree of provincialism to be observed among born and bred New Yorkers than will be found among the farmers of many sections. In the light of Mr. Adams' article some advertisers may well review their agricultural campaigns and their methods of helping the small-town merchant. It isn't so much that farmers must be approached differently from city men and women as that they should be treated sanely.

In connection with the article referred to, manufacturers will be interested in the following list of articles on various phases of the problem of "reaching the farmer" which have appeared in **PRINTERS' INK** in the last two years. Some of the articles tell the angles of approach which were successful in specific campaigns, others of direct advertising methods and still others of ways of securing co-operation from small-town dealers, who have a large portion of the farmers' trade. Many subscribers who keep the back numbers of **PRINTERS' INK** or possess bound volumes will find it worth while to re-read some of these articles.

1916

Putting the Higher-priced Goods Across (Larowe Milling Co.). May 25, p. 6.

The Advertising That Made This Farmer a Customer. By E. R. Adams. May 25, p. 54.

Farmers in Commercial Pursuits. May 11, p. 110.

Standard Oil in Big Campaign to Sell Kerosene. Mar. 16, p. 87.

Colored Inserts to Sell Farmers Home Improvements (Curtis Woodwork). Mar. 9, p. 93.

Some Bank Ads That Have Made Good. Mar. 2, p. 89.

Wallis Tractor in Farm-paper Drive. Feb. 24, p. 45.

Organization of the Advertising Department (International Harvester Co. teaches farmers). Feb. 24, p. 77.

The Chain Store a Tonic with the Advertiser's Help. Feb. 17, p. 45.

Selling Furniture to the Farmer on Approval (Hoosier Kitchen Cabinets, etc.). Jan. 27, p. 73.

Meeting Mail-order Competition in Farm Papers (Keystone Steel and Wire Co., Fence). Jan. 20, p. 32.

A Change in the Buying Habits of Farmers. Jan. 13, p. 93.

The Advertiser's Ally Who Fights Alone. Jan. 13, p. 121.

1915

Teaching the Farmer the Value of Quality. Dec. 2, p. 105.

Big Interests Join Hands to Educate Consumers by Advertising (Fertilizer). Dec. 2, p. 17.

Responsive Market Awaits Tractor Advertisers. Nov. 25, p. 75.

How DeLaval Built Up Biggest Separator Business in the World. Aug. 5, p. 3.

Speeding Up Advertising Co-operation Through 87 Branches (International Harvester Co.). July 29, p. 3.

Overcoming the Price Obstacle in Selling High-grade Farm Machine (Gale Manufacturing Co., Albion, Mich.). July 29, p. 80.

The Market Your Competitors Have Slighted (Wilson Bros.' Underwear). June 17, p. 114.

Saving a Business by Switching to New Market and Plans (Novo Engine Co.). May 27, p. 49.

Department of Agriculture's Ready-made Data for Advertisers. May 13, p. 119.

Advertising "Readi-Cut" Houses. Apr. 29, p. 3.

How Ingersoll Dollar Watch Did It. Apr. 15, p. 3.

Large Space and Live Copy Cut Costs of Machinery Inquiries (Amer. Sawmill Machinery Co.). Mar. 25, p. 45.

Campaign to Spur Canada's Farmers to Overcome Food Shortage. May 18, p. 33.

Securing and Holding Scattered Dealer Customers. Mar. 11, p. 83.

Small-town Dealers to Push Nationally Advertised Goods ("Buy-It-in-Hampton?"). Feb. 11, p. 55.

What Is the Maximum Profitable Market for Medium and High-grade Goods? Feb. 4, p. 84.

Winning Back a Lost Foothold (Craddock-Terry Co. Shoes). Feb. 4, p. 37.

100,000 Year-books Tie Dealers to House (B. F. Avery & Sons., plows). Jan. 28, p. 86.

PRINTERS' INK



CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations

MONROE BUILDING
CHICAGO

Oh, Say \$25 !

Just to make a start, suppose you send me your check for twenty-five dollars, along with a batch of copy you are not quite certain about, or on which you would like "constructive criticism." Maybe I can't find a thing the matter with it. In which case my compliments should be worth the money.

However, the chances are that an outside view may disclose large or slight opportunities for improvement in plan, punch or pulchritude.

Charles Austin Bates

940 Aeolian Building, 33 West 42nd St., New York City

***Constructive Criticism and Counsel on
Advertising and Sales Plans and Problems***

Interview by Appointment

1914

Finding the Point of Attack in Your Market. Dec. 31, p. 74.

Is the Farmer a Good Selling Agent? (Western Implement Co.) Dec. 24, p. 60.

Catalogues That Tell "How" (James Mfg. Co., sanitary barn equipment). Dec. 24, p. 19.

The Appeal to Thrift as an Advertising Argument. Dec. 3, p. 13.

Demonstrations on Wheels by Fairbanks, Morse & Co. Dec. 3, p. 64.

What Farm Wives Will Buy—Uncle Sam's Investigation of 55,000 Homes. Nov. 26, p. 3.

The General Store as an Undeveloped Outlet. Nov. 26, p. 51.

The Small-town Merchant Likes Dealer Helps. Nov. 26, p. 45.

Making the Most of Farm Inquiries. Nov. 26, p. 75.

How a Scientific Product Was Marketed (Pitman-Moore Co., Anti-hog Cholera Serum). Nov. 26, p. 64.

How One Market Is Raising Its Standards and Increasing Its Consuming Capacity. By A. E. Chamberlain, of the Agricultural Extension Department of the International Harvester Co. Nov. 26, p. 81.

Viewing the Farm Market Through Uncle Sam's Eyes (editorial). Nov. 19, p. 79.

Well-known Authorities on the Farm Market Tell Experiences. Nov. 12, p. 76.

Pledging Your Customers to Help Beat Competition (Hewitt-Lea-Funk Co., Seattle, Wash.). Oct. 15, p. 31.

How Du Pont Changed National Habit in Four Years. Sept. 17, p. 3.

Story of a Big Small-town Business. Sept. 17, p. 31.

The Advertising That Built the Silo Business. Sept. 17, p. 37.

How Sherwin-Williams Works Lists. Sept. 3, p. 31.

Market Study Discloses the Right Copy Angle (Sharples Separator Co.). Aug. 13, p. 37.

Investigation Shows Shift in Farm Outlet. Aug. 13, p. 66.

How Big Crops Start Prosperity Along. Aug. 13, p. 46.

Selling Plan to Fight Catalogue Houses (Moline Plow Co.). July 30, p. 39.

Increasing Sales in a Declining Market (Kratzer Carriage Co.). July 23, p. 37.

Tendencies Toward Co-operative Buying. July 16, p. 39.

Advertising Use of State Fairs. June 25, p. 6.

The Farmer as a Prospect. June 25, p. 10.

The Farmer as a Consumer. June 25, p. 51.

How Changes in Farming Affect Advertisers. June 25, p. 132.

Says Farmers Keep Prices Stable. June 25, p. 18.

Talking to Farmers in the Farmer's Language. June 18, p. 69.

Some Policies Behind the Selling Work of Sears, Roebuck & Co. May 28, p. 17.

How the Rumely Advertising Is Being Re-directed. May 7, p. 92.

Diagram Coupon Doubles Inquiries (Pedlar People, Ltd., Sheet Metal Building Material). Apr. 30, p. 54.

Nation-wide Campaign Eliminating Mongrel Herds. Mar. 5, p. 23.

"Luring" the American Farmer. Feb. 26, p. 106.

Group Buying by Farmers. Feb. 26, p. 58.

Dealers Glad to Lend a Hand After Results Show (Goulds Manufacturing Co., pumps). Feb. 19, p. 72.

Wealth in Rubbish

An illustration of the extent to which the "Campaign for Thrift" is being conducted in Germany is contained in the following extract from an article appearing in the *Kölnischen Zeitung*, translated for the News-Print Manufacturers' Association:

"The collection since the war began of kitchen refuse in the large cities is an important step in advance of social economy. If, however, we inspect the contents of the rubbish receptacles, we must say that there is still serious wastefulness. The public does not realize the great value that attaches to waste paper, and how many thousands and thousands of marks are lost at the rubbish dumps. What is known as 'old paper' is sorted out, and the commonest stuff can be used in making wrapping paper. The wrapping-paper mills hardly know how to get raw material, and prices have almost doubled. We often do the small tradesman an injustice when we denounce him as an extortioner without stopping to consider that for paper bags, string and other petty supplies, he must pay four times as much as formerly."—*Wall Street Journal*.

To Spread Chicago's Fame

The trade-extension committee of the Chicago Association of Commerce has adopted a design for manufacturers and others to place on outgoing shipments. The design reads:

FROM
CHICAGO

THE GREAT CENTRAL MARKET

The aim of the committee is to spread abroad a greater knowledge of the diversity of products made in Chicago. It is said that the city's manufacturing interests cover almost everything within the range of commercial activities. At present an active campaign is being waged to induce business men to place the "From Chicago" labels on their products.

J. O. Young With Street & Finney

John Orr Young, formerly of Young, Henri & Hurst, Chicago, has joined the organization of Street & Finney, New York.

This agency has secured the account of the Plays-All Company, New York, maker of a phonograph attachment.

Discontinues Chicago Office

Sherman & Bryan, New York agency, have discontinued their Chicago branch office.



**"In the
Market
for"**

ADVERTISERS in TEXTILE WORLD JOURNAL receive as a part of our service the *Textile Advance News*, published every Wednesday, which gives exclusive sales tips obtained through our own resources and intimate contact with Textile Mills. It averages over 100 separate sales tips weekly. To others the subscription price of *Textile Advance News* is \$15.00 per year.

Why don't you investigate the big purchasing power of Textile Mills which over 550 industrial advertisers are reaching through

Textile World Journal

Member Audit Bureau of Circulations

NEW YORK

Boston

Philadelphia

Chicago

Digest of Philadelphia Convention Programme, A. A. C. of W.

"Help the Dealer" to Be Keynote of Big Gathering of Advertising Men, June 25 to 29.

THE programme for the Philadelphia Convention of the Associated Advertising Clubs of the World stands virtually complete. The advance sheets, herewith summarized, show in most respects the familiar outlines. There are, first, the Sunday sermons, on June 25. For the Sunday afternoon mass-meeting Secretary Lane has agreed to deliver the address. General and departmental meetings will be held. The Advertising Exhibit will be larger than ever. The night pageant on Monday is expected to be the most elaborate yet. A meeting is being planned in Independence Hall, which President Wilson has been asked to address.

The new features are two in number, one an improvement in the convention plan and the other a new unifying of the convention programme.

Departmental programmes have been reduced, in some cases to only one session, to give the members a chance to attend other departments. This demonstrated need will be further met by the creation this year of interdepartmental sessions, of which there will be three or four, grouping those interests which are most germane, as the advertisers, agents, magazines, newspapers, etc., on the one hand, and the direct mail, graphic arts, house-organ editors, etc., for instance, on another. It is believed that this will be voted a decided improvement in the convention.

The other special or programme feature is the focussing of the spotlight on the retailer. It will be a "dealer convention" in the sense that attention will be concentrated on the retail channels of distribution and all available methods of common understanding and the giving and getting of co-operation. "Help the dealer" or something like it will be

the slogan and the keynote of the convention. The programme has been shaped to this end, and the report which the Ingersoll Business System Committee of the National Commission will make of the progress of its efforts in co-operation with the Federal Trade Commission, Harvard University, the National Association of Credit Men, the American Bankers' Association and a number of national trade organizations to work out systems of proper accounting for retail jewelers, grocers, shoe dealers, druggists and hardware dealers, all in the interest of the rapid and economical distribution of advertised goods, will contribute powerfully to the object.

General sessions will be held on all four week days. Monday morning at 10 o'clock President Herbert S. Houston will call the convention to order. Addresses of welcome will be made by Governor Brumbaugh, Mayor Smith and President Durbin, of the Poor Richard Club. Ex-President William Woodhead will respond for the clubs. Annual reports will follow.

At the afternoon session N. C. Kingsbury, vice-president of the American Telephone and Telegraph Company of New York; Adolph S. Ochs, publisher of New York Times; Cyrus H. K. Curtis, of the Curtis Publishing Company, and R. Goodwin Rhett, president of the Chamber of Commerce of the United States, will speak.

Tuesday morning's general session will hear addresses by Frank Stockdale, secretary of the National Educational Committee, on "The Retail Merchant Wants to Know," and Lewellyn E. Pratt, chairman of the National Educational Committee, on "The Foundation of Better Business."

Wednesday morning, with La-

Efficiency

Is the one thing that we strive for every day and through the night.

In consequence of our eternal vigilance, by June 1, we shall be located in the new **PRINTING CRAFTS BUILDING**, the finest of its kind in the world, occupying 50,000 square feet of space—all light—and equipped with the latest in everything typographical.

We have installed new presses and other equipment, establishing the most complete printing plant in America for the production of

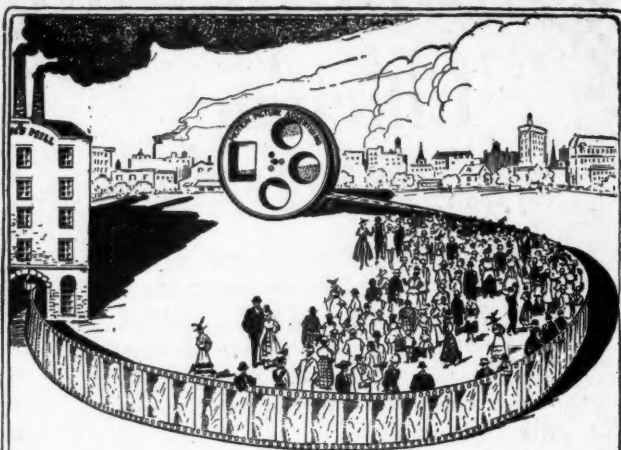
**Catalogues — House Organs
Periodicals — Color Process**

which with our firmly established reputation for unsurpassed SERVICE, makes it desirable for you to get in touch with us when in the market for printing.

Enter our NEW TELEPHONE on your call list—
3210 Greeley

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Avenue—33rd to 34th Sts.
NEW YORK CITY



Bring the Public Closer to You

Show them by motion pictures how your article is manufactured. If you are a confectioner, show them the purity in your candies, the sanitary conditions in your factories and the hygienic way in which your candy is handled, packed and shipped.

If you are a steel car manufacturer, the same convincing argument can be given by motion pictures.

If the human hand can reach your article, we can photograph it.

Local and National Distribution.

Expert camera men and portable lights are our arguments.

Can we use them in your establishment?

Prices and other information sent upon request.

TEST FILM CO.

EDWARD M. ROSKAM, General Manager
220 West 42nd Street

Bryant 7852

Suite 1003

Lafayette Young, Jr., presiding, the general session will take the form of an open forum on advertising club work, with addresses by William G. Rose, M. S. Kimball, George W. Neilson, M. W. Lloyd and T. W. LeQuatte. Subsequently, Merle Sidener, chairman of the National Vigilance Committee, will speak.

The general session of Thursday morning, presided over by William H. Ingersoll, chairman of the National Commission, will hear inspirational messages from the sixteen departments.

At the afternoon session, President Houston presiding, there will be the award of trophies, including the PRINTERS' INK Cup, Boston Mileage Banner, Baltimore Truth Trophy, Dallas Ladies Trophy, Higham Cup and Medal, Kalamazoo Cup and D'Arcy Cup. Following this, the selection of the convention city and the election of officers.

Besides these general sessions there will also be the usual sessions of the National Commission and the various committees.

The night pageant comes Monday night on Broad Street. Tuesday night there is a military and naval carnival on Franklin Field and Wednesday evening a marine pageant at the Girard Avenue bridge. The advertising exhibit opens Monday in Houston Hall of the University of Pennsylvania, which courteously placed the other buildings and halls at the service of the committee.

The following programme, condensed from the advance sheets of the official programme, shows the speakers and topics of the departments and conferences:

NATIONAL ADVERTISERS

Chairman, G. B. Sharpe.

Tuesday, 1:30 to 4:30 P. M.

Wm. J. Thompson, "Religious Press"; W. A. Thomson, "Newspaper as Medium"; Marco Morrow, "Farm Paper as Medium"; Ingalls Kimball, "Fee vs. Commission"; Chas. H. Bowden, "Right Printer."

ADVERTISING AGENTS

Chairman, Stanley Clague.

Tuesday, 10 A. M.

Wm. H. Johns, "Departmental Meetings"; Cyrus H. K. Curtis, "Welcome to Philadelphia" and "The Agent's Opportunity"; Reports of officers; Stanley Clague, Wm. H. Johns, W. C.

D'Arcy, Richard A. Foley, O. H. Blackman, Geo. C. Sherman and Jos. A. Hanff; Collin Armstrong, "Flat Rates and Other Problems in Relationship Between Publishers and Agents"; W. C. D'Arcy, "Advertising Advertising."

1:30 P. M.

O. C. Harn, Richard Waldo, Edgar E. Criswell, Frank E. Long, M. C. Robbins and Dr. Howard Bridgman, report from other departments; J. J. Gibbons, "Agency Problems in Canada"; St. Elmo Massengale, "Agency Opportunities in South"; Harry Prudden, "Local and Foreign Rates"; Geo. O. Sherman, "National Outdoor Advertising Bureau."

Wednesday, 1:30 P. M.

Executive session to discuss uniform agency differential and cash discount, recognition of agencies, solicitation of accounts, street-car advertising, co-operation with the Painter Bulletin Association, standards of practice, etc.

MAGAZINE PUBLISHERS

Chairman, C. Henry Hathaway, President of Quoin Club.

Tuesday, 10 A. M.

John M. Siddall, editor, *American Magazine*, "Editor's Problem in Building Advertising Value."

Elon G. Pratt, "Consumer Problems." Charles Coolidge Parlin, "Manufacturer, Retailer and Branded Merchandise."

2:00 P. M.

C. W. Cornwall, "Selling the Dealer." R. D. Shuman, "Selling the Dealer." H. J. Winsten, "Selling the Dealer." William L. Harris, president, New England Furniture & Carpet Company, Minneapolis, "Dealer Himself." Ambrose McManus, "McManus Brothers, Elizabeth, N. J., 'Dealer Himself.'"

H. R. Lane, assistant merchandising manager, Wm. Filene's Sons Company, Boston, "Merchandiser and His Problems."

Wednesday, 1:45 P. M.

Interdepartmental session with general advertisers, retail advertisers, agricultural publishers and advertising agents.

NEWSPAPER PUBLISHERS

Tuesday, 10 A. M.

Chairman, Lafayette Young, Jr. Richard H. Waldo, "Truth in Advertising."

H. B. Thompson, Washington, D. C., attorney for the Proprietary Medical Association, "Proprietary Medical Interests and Advertising."

H. J. Kenner, "Vigilance Work and the Newspapers."

2:00 P. M.

Paul E. Faust, "Newspaper Co-operation."

G. Edward Buxton, Jr., "Newspaper Co-operation."


W. A. Thomson, "Newspaper Co-operation."

Wednesday, 2:00 P. M.

Richard A. Foley, "Improving Newspaper Solicitation."

AGRICULTURAL PUBLISHERS

Chairman, Frank E. Long, President, Agricultural Publishing Association.



Our Service to
Manufacturers—
Merchandising and
Advertising
Plans
based upon
Research and
Analysis
of
Trade Conditions and
Consumer data
Interview or
Correspondence
without obligation

**JAMES ZOBAN
COMPANY**
225 Fifth Avenue
New York

Tuesday, 10:00 A. M.

C. A. Taylor, "Farm Paper in Home Life."

R. V. Holland, "Farm Paper in Community Life."

Harry N. Owen, "Farm Paper's Influence in Business."

John A. Martin, "Farm Paper's Influence in National Affairs."

1:30 P. M.

Chairman, T. W. Le Quatte.

Conference on Farm Trade Development for small-town dealers and agricultural papers. E. B. Moon, Lakeville, Ind., and Mr. Davis, of Binghamton, N. Y., will speak.

Wednesday, 1:30 P. M.

Interdepartmental conference with retail advertisers, general advertisers, newspaper publishers and advertising agents.

POSTER ADVERTISING

Chairman, Kerwin H. Fulton.

Tuesday, 10 A. M.

A. de Montluzin, "Evolution of Poster Art."

C. R. Atchison, "Poster Department in Schools and Exhibitions."

Le Roy Latham, "Printing a Poster."

Ivan B. Nordhem, "Demonstration Value in Poster Advertising."

M. F. Reddington, "Poster in General Campaign."

M. F. Achenbach, "Poster Salesman and Retailer."

S. J. Hamilton, "Poster Design."

George Enos Throop, "Service to the Advertiser."

1:30 P. M.

Barney Link, "Truth and Censorship."

George W. Kleiser, "The Poster Plant."

John H. Logeman, "Organization."

Robert Frothingham, "Poster."

F. H. Rowe, "Circulation."

SPECIALTY MANUFACTURERS

Chairman, Thomas R. Gerlach.

Tuesday, 10 A. M.

H. B. Hardenburg, "Affiliation with A. A. C. W."

H. H. Bigelow, "Value of Specialty."

George G. Greenburg, "Specialty Industry."

1:30 P. M.

W. C. Walker, "Developing Business with Agencies."

Lewellyn E. Pratt, "Practical Sales Plans."

George H. Blanchard, "Retail Trade."

Wednesday, 1:30 P. M.

R. R. Shuman, "Specialty and Advertising Agents."

Harry Tipper, "National Advertiser and Specialty."

Charles R. Frederickson, president, American Art Works, Coshocton, O., "After the War—What?"

DIRECT MAIL ADVERTISING

Chairman, Homer J. Buckley.

Tuesday, 10 A. M.

E. St. Elmo Lewis, "Direct Advertising."

Jack W. Speare, "Systematizing Sales Force by Direct Advertising."

Printing Papers *of* Excellence

Clarke & Company
225 Fifth Avenue
New York

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.

An Idea That Is Making Good



THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady
and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

*Advertisers, Sales Managers and
Space Buyers are requested to write*

THE KNICKERBOCKER PRESS FOR FACTS

Member of A. B. C.

ELECTRICAL AGE

"The Monthly's the Thing"

The largest monthly covering the electrical field as a whole. A. B. C. statement furnished.

REFRIGERATING WORLD

The only Eastern publication of its kind and the only national refrigerating paper at \$1.00 a year. Reorganized organ of Refrigerating Engineers and Operative Owners.

Sample copy on request
WOOLWORTH BLDG., NEW YORK

The Advertising Blackstone

"PRINTERS' INK is such an authority on advertising * * * You may be interested to know I have a complete file of your medium in my office, from 1905 to date."

PERRY WALTON

Boston Advertising Agent

Are you getting cumulative value out of your subscription to PRINTERS' INK, by keeping your copies for reference and research?

W. E. Kier, "Better Letters."
C. Lee Downey, "Anal sis."
W. H. Crow, "Paper."
J. H. Buswell, "Better Understanding."
L. G. Muller, "Does Dealer Co-operation Pay?"
Edward S. Babcox, "Work on Consumer for Dealer."
James Wallen, "Keeping Dealer Informed."
Frank E. Kip, "Mail Methods that Help Automobile Salesmen."
C. E. Walters, "Dealers' Attitude."

Wednesday, 1:30 P. M.

Gridley Adams, "House Organ."
Roscoe E. Scott, "Cuts."
George F. Wilson, "Building a House Organ."
Robert E. Ramsey, "Swapping."

EMPLOYING LITHOGRAPHERS

Chairman, Joseph S. Potsdamer.

Tuesday, 10 A. M.

W. F. Powers, "Convention."
G. B. Sharpe, "Calendar Advertising."
S. C. Dobbs, "Window Display."

Wednesday, 2 P. M.

Walter B. Cherry, "Interior Store Lithography."
R. S. Boyd, "Packages."
W. Laughlin, "Posters."
A. de Montluzin, "The Poster."

Thursday, 10 A. M.

P. D. Oviatt, "Lithographic Departmental."

BUSINESS PRESS

Chairman, A. A. Gray.

Tuesday, 10 A. M.

J. J. Rockwell, "Place of the Business Paper in the Advertising Plan."
James M. Pierce, address.
J. Horace Lytle, "Training Advertising Representative."
C. A. Tupper, "Creation of Foreign Trade."
C. H. Clark, "The Business Paper."
E. R. Shaw, "Business Press and Advertising Agency."
E. C. Hole, "Community Development."

Wednesday, 1:30 P. M.

Business meeting of the Associated Business Papers.

DIRECTORY PUBLISHERS

Chairman, Wilson H. Lee.

Tuesday, 10 A. M.

John Cotton Dana, Librarian, Free Public Library, Newark, N. J., "Directories and Their National Circulation Through Reference Libraries."
Harvey Wood, "Classified Telephone Directory Advertising."

1:30 P. M.

W. G. Torchiana, President's address.
Wilson H. Lee, "Relation to A. A. C. W."
Reuben H. Donnelley, "Path of Directory Faker."
H. A. Manning, "Problems."

Wednesday, 1:30 P. M.

R. L. Polk, Jr., "Possibilities of National Advertising Campaign."

"Business-Building English"

Advertising and sales managers above all others are interested in making every letter a business-builder—not only their personal letters and those of their direct assistants, but the credit letters, the collection letters, the adjustment letters, and all the general correspondence and mailing matter of the house.

For every letter helps to win or lose friends and orders

The problem of handling a large volume of correspondence speedily, economically, and at the same time effectively, has been solved in very few companies. The solution will never be found in supplying text books, manuals and collections of model letters, however excellent and useful they may be. The companies that have solved the problem have all followed this simple, commonsense principle:

The men who write the letters must be trained to write

A practical, inexpensive course which provides the needed training is now available. It is under the direction of Mr. George B. Hotchkiss, Head of the Department of Business English in New York University and widely known as one of the ablest authorities in this field; a number of specialists in various phases of the subject have co-operated with Mr. Hotchkiss. The course is intended for individual home-study and for the use of business organizations.

"Business-Building English" is the title of a booklet written by Mr. Hotchkiss, which will interest every business man who feels that there is room for improvement either in his own writing or in the letters and booklets that go out from his company. It will give us pleasure to send you a copy on request.

BUSINESS TRAINING CORPORATION

185 MADISON AVENUE - - - NEW YORK

Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

Throughout the Entire World

"THE GRAPHIC"

IS RECOGNIZED AS THE PREMIER ILLUSTRATED WEEKLY

All advertisers of note are represented in its pages.

THE OBSERVER

(Founded 1791)

The Oldest and Leading Sunday Newspaper.

Certified Net Sales Over 200,000 Weekly
Advertisements \$5.00 per a. c. inch

22 Tudor Street - - London

British Advertisers whose articles appeal to the more moneyed classes have long since learned to look upon

"The Sunday Times"

as one of the most valuable of the media at their disposal

SUNDAY TIMES, London, England

The weekly paper that is read by the business man and his wife. ESTABLISHED 1822

All Gentlewomen

read



THE ILLUSTRATED
WEEKLY JOURNAL
for GENTLEWOMEN

THE CONNOISSEUR

(Founded 1901)

(The Magazine for Collectors, Illustrated)
35-39, Maddox St., London, W.

The Connoisseur has the largest sale by many times that of any similar magazine published

Advertisement Rate \$100 per page
Specimen copy sent on application.

LAND & WATER

The 12-cent Illustrated

with the largest sale. The thoughtful paper of the wealthy. Always on the list of discerning advertisers.

AD OFFICE

1, Duke Street, St. James S. W., London

Specimen copy of any of the above publications with fuller particulars can be obtained from The Dorland Special Agency for British Publications, 366 Fifth Avenue, New York.

FINANCIAL ADVERTISERS

Chairman, John Ring, Jr.

Tuesday at 10 a. m. there will be talks by Fred W. Ellsworth and E. St. Elmo Lewis. At 2:15 p. m. by Benjamin Sherbow on printing considerations. Motion pictures will be shown by the convention.

RETAIL ADVERTISERS

Chairman, Frank A. Black.

Wednesday at 1:30 p. m. H. C. Brown will take negative side of discussion on price-maintenance in Stephens Bill.

RELIGIOUS PRESS

Tuesday at 10:15 will be heard talks by William J. Thompson and Charles Ridder.

Tuesday at 2:15 Joseph A. Richards, Joseph W. Gannon, P. B. Bromfield and George W. Hopkins will speak on experience and requirements.

Outdoor Advertising Department and Premium Advertising Department will hold no sessions.

CONFERENCES

COMMUNITY ADVERTISING

Chairman, A. W. McKeand.

Tuesday at 10 a. m. R. Goodwin Rhett, president of the Chambers of Commerce of the United States, will speak.

TEACHERS OF ADVERTISING

Chairman, Walter Dill Scott.

Tuesday at 10:30 a. m. talks by S. Roland Hall, J. E. Treleven, Hale H. Huggins, Frank Leroy Blanchard, Charles E. Heyl, John B. Opdycke, B. O. Bliven.

Wednesday at 1:30 p. m. Paul T. Cherington, Harry L. Hollingworth, Walter Dill Scott, Herbert W. Hess, Daniel Starch.

CHURCH ADVERTISING

Chairman, Rev. Christian F. Reisner, D. D.

Talks at unassigned hours by James Keeley, John Lee Mahin and O. J. Gude.

VIGILANCE CONFERENCE

Tuesday, 10 A. M.

A truth-in-advertising playlet in one act, entitled "ON SALE—\$9.98," illustrating the actual work of a "Better Business Bureau," by H. J. Kenner.

The cast includes Alex F. Osborn, H. J. Kenner, Mac Martin, Wm. Radatz, S. DeWitt Clough and C. J. Geyer.

1:30 P. M.

Chairman, Merle Sidener.

Ten-minute Papers on Practical Vigilance Subjects.

Advertising Club of Cuba Organized

Business men of Havana have organized the Advertising Club of Cuba, primarily for the purpose of facilitating foreign and domestic commerce and furnishing information in regard to Cuba to prospective tourists and settlers from other countries. The office of the organization is at 514 Banco Nacional de Cuba building.

Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

"PUNCH" THE most famous and most widely quoted humorous paper in the World. Wields wonderful power in political and social life, and is one of the essential British Institutions. Was the first high-class illustrated paper in London to state and guarantee Net Sale, and is so far *the only one* in its class so to do. Advertising rates based on *Net Sale*, now in excess of 150,000. 10 Bouverie Street, London, Eng.

THE LARGEST NEWSPAPER SERIES IN GREAT BRITAIN

Hulton's 6,000,000 Group

Picture Papers, Daily Papers, Weekly Papers, Morning Papers, Evening Papers.

THE HULTON COMPANY

Daily Sketch Building London, England

THE TATLER

QUITE THE LEADING ENGLISH ILLUSTRATED SOCIETY PAPER. THE FAVORITE WITH ALL.

Price Sixpence

THE SPHERE

NOW GREAT BRITAIN'S FOREMOST ILLUSTRATED PAPER.

Compare it with any other week by week.

Price Sixpence

P.S. "The PASSING SHOW"

is Britain's two-cent weekly of clean humour, pointed satire and clever cartoons, read only by influential and refined people. Circulation now over 190,000, but rate of \$150 per page based on guaranteed NET PAID SALES of 150,000 weekly.

Philip Emanuel
Advt. Manager
ODHAMS LIMITED
94-95 Long Acre
London, England

TWO BRITISH INSTITUTIONS

THE FIELD

(Weekly, Price 6d.)

The Standard Authority of the World on Sport, Travel, the Estate, the Country House and the interests of the Country Gentleman.

Offices: Windsor House, Bream's Bldgs., London, England

THE QUEEN

(Weekly, Price 6d.)

The Premier Lady's Newspaper. The recognized authority on Social Matters, Fashions, and all the interests of the Educated Woman.

THE ILLUSTRATED LONDON NEWS

THE OLDEST AND BEST ILLUSTRATED PAPER IN THE WORLD

Office for Advertisements: 195 Strand, W. C.

The Illustrated Sporting and Dramatic News

THE LARGEST SALE OF ANY COUNTRY GENTLEMAN'S NEWSPAPER.

Offices - - - 172 Strand, London

THE SKETCH

THE GREATEST TRIUMPH IN MODERN ILLUSTRATED JOURNALISM

Office for Advertisements: 195 Strand, London

The Lady's Pictorial

THE LEADING LADY'S NEWSPAPER.

Offices - - - 172 Strand, London

Specimen copy of any of the above publications with fuller particulars can be obtained from The Dorland Special Agency for British Publications, 366 Fifth Ave., New York.

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

CHARLES FRANCIS PRESS

is especially equipped to handle and
expedite orders for high grade

Process Color House Organs

and kindred printing. Service—Best.

PRINTING CRAFTS BUILDING
EIGHTH AVENUE, 33rd to 34th Sts., NEW YORK

THE way you hope
your copy will look
is the way we set it.
Let us prove it.

Day and Night Service

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

Typography is the first im-
portant feature in

ADS

that help you deliver the
message which they carry.

Day and Night Service.

HURST & HURST CO.
Typesetters to Advertisers and Printers
145 West 45th Street, New York

Our embossing is
satisfactory to
AMERICAN TOBACCO CO.
—why shouldn't we
satisfy you?

May we hear from you?

Walcott Bros. Co.
141 East 25th St., New York City

READ PRINTING COMPANY

HIRAM SHERWOOD, President

A firm, capable, and con-
scientious advisor to be
consulted at every stage

106 SEVENTH AVE., N. Y.
Telephone 6396 and 6397 Chelsea

WHY not try a Good Printer
who can give you intelligent
service and the quality you need?

THE LOTUS PRESS

WM. F. ANDRES, *Pres.*
130-134 W. 24th St., New York
Chelsea 971

"Printing That Makes a Hit"

Gummed Labels—

Used on your mail and express
packages can be more readily
addressed on a typewriter when
the labels are in perforated rolls.

*If you use gummed labels,
send us samples of your
labels and ask for our label
catalog and prices.*

McCourt Label Cabinet Co.
54 Bennett St., Bradford, Pa.

BRAINS are what
we really sell.
You can buy paper,
ink, type and print-
ing anywhere.

THE KALKHOFF CO.
216 West 18th Street, New York

Engraving — Designing — Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

ADVERTISING IN CANADA?

**RAPID
ELECTRO-
TYPE CO.
OF CANADA**

Save duty, trouble
and lost time by hav-
ing your plates and
mats made in the
best equipped plant
in the Dominion.
"Our service jus-
tifies our name."

345-347 Craig W., Montreal, P. Q.

SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea #117-#118-#229

Best Equipped Plant in New York

Guarantees you finest plates at
reasonable rates

FINE PLATES

*A good Picture
is worth a ...
Million Words*

ARTHUR BRISBANE
BEFORE THE ADVERTISERS CLUB
THE STERLING ENGRAVING CO.
NEW YORK CITY
Artists - Engravers

200 WILLIAM ST. 107 1/2 AVE AND 36 TH ST.
TEL. 5900 BERGMAN TEL. 5900 GREELEY

TAKE US UP

We say we'll beat every cut you ever
had made, both in **QUALITY** and in
the **TIME** it took to make it.

Send us your next piece of copy and
we'll prove it,—any **TIME**,—**DAY** or
NIGHT.

Metropolitan Art Craft Co.

2 Duane St. New York

Telephones Beekman 2980-1-2

"PLATES FIT TO PRINT"

Advertising Agencies will do well to
consider our service when in need of

Process Color Plates

Being the leading house in Color
Printing, we are eminently qual-
ified in judging printing plates for
Color Work.

ZEESSE - WILKINSON CO.

424-438 W. 33rd St., New York

ELECTRO LIGHT ENGRAVING CO.

BENJ. W. WILSON, Pres.
A. W. MORLEY, JR., Treas.

Photo - Engraving

COLOR WORK A SPECIALTY

411-415 Pearl Street, New York

Telephones—2350-2351 Beekman

Advertising Service

"We wish to say that your service
has been all and more than you said it
would be when you solicited our business
and we naturally feel well satisfied.

Yours very truly,

Feb. 23, 1916 **THE ERICKSON CO.**"

THE GILL

ENGRAVING COMPANY

140 Fifth Ave.

New York

The Colorplate Engraving Co.

J. E. Rhodes, Pres.

311 West 43rd St. N.Y.



Quality Color Plates

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.
New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, JUNE 1, 1916

Cashing In on Dealer Helps

How to realize an adequate return on his investment in dealer-helps is a constantly recurring question in the mind of the manufacturer. The difficulty is brought up in a letter to **PRINTERS' INK** from a manufacturer who has trouble getting retailers to use his display stands equitably, and he closes with the question: "Just how much value do you believe display stands are to a manufacturer? I realize that this is an indefinite question, but still would like to have your opinion on the matter."

Display stands are used by many different concerns, but none has discovered how to cash in 100 per cent on the cost of them. To automatically obviate the abuse by dealers who use such stands for the display of competing articles, the best idea so far evolved seems to be so to cover the stands with manufacturer's own advertising that he will get some return in publicity even when others' goods are actually displayed. Champion Spark Plugs occupy a stand so

skilfully embellished with suitable advertising that it can not be used without advertising Champion Plugs, no matter what display it actually carries; but that fact furnishes cold comfort in cases where the display itself and the demonstration of the dealer must be the controlling factors in the sale.

High-grade retailers say that, "of course, no reputable dealer would do such a thing"; but that, too, is cold comfort, seeing that manufacturers must work through so many who continue to do it. Some manufacturers tactfully convey a hint of exclusive intention by imprinting on the back of the stand a notice that it may be returned at their expense if or when the dealer no longer wishes to use it for the display of the donor's goods. Others find a very effective offset and corrective in the constant work of their salesmen who, in a good-natured, friendly way say something like this to the retailer: "Now, Henry, old man, you know that is hardly the right thing to do. Here we supply you with a fine stand—our expense—ready to take it back and pay charges if you don't want to use it any more—and you have a line of Opposition's soap on it. Surely"—smiling—"you are not going to continue that abuse," etc.

Specifically, we cannot answer the last question. There are too many things to consider. Seems to be another case of "one man's meat, another man's poison." It is a continual up-hill climb. Stands of miscellaneous character are sent to dealers everywhere, sometimes with good judgment, often haphazard, until retailers often feel that there are too many bidders for their limited display space. And that gets us over to the other side where we can examine the dealer's end of it; and here we find that if there is a good margin in the goods with retail prices fairly well maintained, effective co-operation is usually forthcoming with very little prodding on the dealers' fair-play nerve. A manufacturer who apportions to the retailer a 33 1/3 per cent discount from advertised prices, reports little trouble, while

another who affords little or no protection cannot get his goods displayed at all.

Improvement in Trade and Technical Copy

In advertising, as in any other branch of human activity, a need is no sooner recognized than somebody comes along with a remedy. The agency grew up at first out of the needs of publishers for a better system of distribution for the space they had to sell, and its later development can be traced to the needs of advertisers for expert advice and specialized service. In the same way the copy-service departments of trade and technical publications have been developed to satisfy the needs of peculiar groups and classes of business men.

The growth of this branch of advertising service has been so astonishingly rapid, and it is manifested in so many widely separated fields, that it is doubtful whether many general advertisers fully appreciate either its size or its scope. The honor of being the first to establish a service department is claimed by more than one publication, but none of them date back more than twenty-five years. The *Dry Goods Economist* introduced the idea in the trade-paper field in 1892; and at about the same time the late John A. Hill was doing pioneer work in the technical field for advertisers in *American Machinist*. The important point, however, is the fact that the service went to satisfy a real need, as is attested by its wonderfully rapid growth in a comparatively short space of time.

For example, the "Make It Pay Department" of the Hill Publishing Company now regularly employs eighteen men in making investigations and preparing copy for advertisers in the four papers which the company owns. The McGraw Publishing Company also employs eighteen men, three of whom are located in Chicago, and is making a special feature of market investigations. The *Dry Goods Economist's* service department has developed a many-sided

activity, including a training-school for retail salespeople, a course in window-trimming, a highly efficient photographic department for textile products, etc. The *Railway Age Gazette* announces that its service department (founded only in 1908) employs twelve people and involves an expenditure of \$18,300 a year. "During 1915," it is declared, "the men who collected data traveled 15,065 miles; and their work varied from making time studies to swinging from the rafters of buildings taking photographs."

Those are only a few of the many examples which might be cited. The service department idea has spread to almost every field which is served by specialized publications. Nor are these copy-service departments merely an aid to the soliciting staffs of the publications. They are far more than that. They prepare effective copy—and often whole campaigns—for advertisers who lack the ability to do so for themselves. Like the agencies in the general field, they are constantly converting manufacturers to the idea of advertising. The vast improvement in the advertising pages of trade and technical publications during the past twenty years is in large part due to the work of these service departments in spreading abroad a better appreciation of advertising. And that in itself is no small service to the business world.

Advertising and the Par Value of Stocks

Comments have been frequent in the financial publications upon the tendency of industrial corporations to reduce the par value of their capital shares. The latest manifestation is the announcement of the Willys-Overland Company that the par value of its stock is to be reduced from \$100 to \$25, and a number of prominent concerns which have been incorporated within the past year or two have issued their stock from the very beginning in shares of \$10 or even less.

It is not unlikely that this is partly due, at least, to the grow-

ing appreciation of individual stockholders as centers of good will and as actual customers for the company's products. There are a good many advantages in a wide distribution of stock, and not the least of them is the fact that each stockholder may become a loyal booster for the concern in which he owns a share. As PRINTERS' INK has pointed out more than once, there are splendid opportunities for direct advertising to stockholders, and those opportunities are bound to increase with the wider distribution of stock ownership.

Co-operative Advertising for Stove Manufacturers That the manufacturers of coal-stoves are beginning to feel the advertising activity of the gas, electric and oil-stoves was brought out in the address of President Lewis Moore, at the annual convention of the National Association of Stove Manufacturers in New York recently. Mr. Moore briefly sketched the rise of competitive cooking devices and recommended that a co-operative campaign of promotion be undertaken to offset the new competition.

"It is believed," he said, "from a careful estimate, that on the coalstove volume of our members (exclusive of gas and furnaces), a small tax of one-half of 1 per cent would provide a fund of about \$150,000; and this sum spent in alluring, truth-telling advertising of cast-iron ranges, through proper mediums, will greatly benefit our entire coalstove business.

It is reported that the association, as a body, took no action on the advertising recommendation of its president. However, his suggestion did cause a lot of discussion among the individual members, outside of the official deliberations of the body. It seemed to be the consensus "that the association should not be called on to advertise the business of the weaker manufacturers." "If they haven't sense enough to push their own business, why should we spend our money for their benefit?" is the attitude that

many of the stove men present seemed to take.

It is indeed unfortunate that President Moore's plan to advertise coalstoves co-operatively did not meet with favor. On every hand the housewife is confronted with such slogans as, "Cook with Gas," "Cook with Oil," "Cook with Electricity," "Cook with Vapor." No one is telling her to "Cook with Coal." Is it any wonder that the makers of the old kind of stoves are beginning to feel the stress of this energetic, young-blooded competition? Under the circumstances, it is not surprising that the coalstove business is sometimes referred to as a waning industry. It is true that individual manufacturers are advertising, but the copy usually exploits the product and not a method of cooking. That is as far as the advertising of the single manufacturer can very well go.

Advertising for the promotion of the industry should be undertaken in a co-operative way, and since each will participate in the benefits derived, all the manufacturers should share the expense in proportion to their sales. The problem of the coalstove makers appears to be analogous to that which the men in many other industries had to face. Lumber manufacturers, fruit-growers, life-insurance agents and numerous other trades, associations and businesses, as recorded from time to time in PRINTERS' INK, have found in co-operative advertising the solution of their difficulties. While advertising is not a panacea for every business ill, wouldn't the stove manufacturers be justified in giving it a trial for the particular ailment which at present seems to affect their industry?

Autocar's Posters to Back Up Newspapers

The Autocar Company, Ardmore, Pa., is engaged in a poster campaign in all cities where it has service stations. While the company's newspaper advertising is not appearing at present, H. L. Whittemore, the advertising manager, states that the poster campaign was entered upon in connection with the advertising in the papers and that the latter will be resumed later on in the season.

How a Newspaper Gained 1265 Columns of Advertising in a Month

—From preceding advertisements in this series we have learned how one publisher used PRINTERS' INK to win new accounts; how another publisher used it to sell space without solicitors; how another used it to influence small advertisers to use bigger space. Here we have another "angle" story—the story of what happened when a big-city daily stopped selling merely white space and began selling results to advertisers.

NATIONAL advertisers who keep tab of the rise and fall of advertising mediums—and most of them do, if not from choice, then from necessity—were somewhat startled, when, upon unwrapping their May 11th PRINTERS' INK they read that during the month of April the Chicago TRIBUNE had carried the greatest volume of business of any month in its history. It has gained 1265 columns.

*Agency
Space
Buyers
Wondered
Why*

MORE than one hardened agency space buyer caught himself on the verge of saying something complimentary about the paper. "Esteemed contemporaries" heaved a sigh, and wished they had a block of TRIBUNE stock. And buyers of advertising generally wondered how the Chicago TRIBUNE had been able to show such a noteworthy gain in a city where seven newspapers were up and after every line of business that hove in sight.

There is no mystery in the TRIBUNE'S plan of selling advertising space. Its plan, like the foundation upon which any successful business is built, hinges on one big central idea.

Advertisers Prefer to Use Own Judgment in Picking Mediums

"SOME years ago," said William H. Field, the TRIBUNE'S business manager, in explaining what this big central idea was, "we came to the conclusion that the existing methods of selling advertising space were out of tune with the times. There was too much selling advertising space—too little buying of it. The over-solicited national advertiser was tiring of argumentative callers who sought to talk him into signing a contract. He wanted to buy advertising space just as he bought his office equipment or investments—by exercising his own judgment.

"SENSING this tendency we did the obvious thing and prepared to sell our space on the basis of what it would do for the buyer rather than what it was.

*Advertised
to Lower
Selling
Costs*

"FIRST of all we analyzed what we had to sell. We gathered together all the facts we possibly could about the Chicago market. If any of your readers would be interested in an outline of the facts we have secured we will send them without obligation our book "Winning a Great Market on Facts."

"HAVING these facts to guide us in advising agents and advertisers our next step was to begin systematically raising the quality of what we had to offer; educating the Chicago dealers so that they were better able to dispose of products advertised in the TRIBUNE and at the same time educating the consumer—our subscribers—so that they would be responsive to our advertisers' advertising.

Increased Space in PRINTERS' INK Every Year Since 1912

"H AVING built a meritorious product, our next step was to decide how to get it to market with the most dispatch and the least selling cost. Here again we were able to take a page from the national advertisers' note-book. We knew what advertising in the TRIBUNE had done for manufacturers with a product to sell in Chicago—so we looked about for a medium that would do the same for us.

"A MONG the publications we selected to carry our story to the national advertiser and advertising agent was PRINTERS' INK. We picked PRINTERS' INK because we knew that it was *earnestly* read by the buyers of advertising space. In those days it had not developed its present prestige, but even then it was to be found on the desks and in the pockets of many men whom it would be otherwise difficult for a publisher to reach.

"S O we decided that year to use 15 pages—that was in 1912. Results, while not always of the kind you could put your finger on, were forthcoming, so the next year we increased our space to 22 pages. Results increased proportionately and the following year a campaign was planned for 30 pages. This campaign seemed to pull even better, due no doubt to the driving power given it by previous advertising. The results warranted increasing our space further, so last year we used 48 full pages in PRINTERS' INK. This year we are using the back cover every week.

*Started
With
15 Pages
in
PRINTERS'
INK*

*Now
Use
Back
Cover
Every
Issue*

Uses PRINTERS' INK As It Would Have Others Use Tribune

"THE success of the Chicago TRIBUNE," concluded Mr. Field, significantly, "has been built up entirely through advertising and merchandising and unusual service. *Its present position is simply a result of its taking its own medicine.*"

THE reason why the Chicago TRIBUNE is so well pleased with the results of its advertising in PRINTERS' INK is without question due to its golden rule policy of using "The Little Schoolmaster."

"WE use PRINTERS' INK," said E. W. Parsons, the TRIBUNE'S advertising manager, "as we like to have our advertisers use the TRIBUNE. While we advertise occasionally in other mediums, we depend on PRINTERS' INK to tell our story to the advertising world—especially the advertising agencies, whom we find follow the advertising in PRINTERS' INK closely."

*Prove
Sincerity
in what
You
Advocate*

THIS golden rule policy was not adopted by the TRIBUNE because of any sentimental reasons, but purely because it is good business to let the whole world know that the things you advocate for others are things which you have proven to be successful by actual experience.

PRINTERS' INK PUBLISHING COMPANY
185 Madison Ave., cor. Thirty-fourth St., New York

CHICAGO
J. C. Aspley, 14 E. Jackson Blvd.
ST. LOUIS
A. D. McKinney, Third Nat'l Bank Bldg.
BOSTON
Julius Mathews, 1 Beacon St.

LONDON
G. W. Kettle, 16 Regent St., S. W.
ATLANTA
Geo. M. Kohn, Candler Bldg.
TORONTO
J. C. Kirkwood, 572 Huron St.

"South American" Branches of American Firms

The number of American firms attempting to handle their Venezuelan trade through a "South American" branch located at Buenos Aires appears, unfortunately, to be increasing. The only advantage that American exporters normally have over European competitors in this market is that of nearness and accessibility, and to attempt to do business with Venezuela through Buenos Aires is to throw away a great advantage and assume an impossible handicap. A letter may be sent from Caracas to New York and a reply received within twenty days, to Europe from thirty to thirty-five days are required, while to Buenos Aires about eighty days are the least that could be counted on.

The countries bordering on the Caribbean should always be excluded from the field of such a branch or agency, but even when they are not it is urged that American firms never inform Venezuelan merchants that their inquiries have been referred to Buenos Aires. Such letters not only invariably end all prospects for business, but are not infrequently exhibited as illustrating the absurd business methods of American business men in general. It would be more practical for a New York firm to handle its Massachusetts business through a San Francisco office than to deal with Venezuela through Argentina.—Consul Homer Brett, La Guaira, Venezuela, in *Commercial Reports*.

Now Goodrich Has a Shoe Sole

For several months the Goodyear Tire & Rubber Company has advertised "Neolin," a sole for shoes which, it was claimed, is better than leather. In recent trade-paper announcements the B. F. Goodrich Company introduces "Textan"—the Goodrich sole.

These claims are made for the new product:

"Textan will wear—it will wear long and pleasantly and comfortably.

"Textan is most attractive and *dressy* in appearance—it puts the classy finishing touch to a shoe or a boot.

"Textan can be sewed or pegged, and the thread or pegs will hold.

"Textan soles won't crack across the ball; they are water-proof; they are light in weight.

"In short, Textan is *the sole*."

Buffalo Club's New Officers

The Buffalo Ad Club has elected the following officers: President, Wm. F. Goodspeed; first vice-president, E. B. Houseal; second vice-president, A. F. Osborn; secretary, John Messersmith; treasurer, M. F. McFarland.

Joins Hughes & Ryder Co.

George A. Young, who has been representing the advertising department of the Gulf Refining Company, Pittsburgh, Pa., in Ohio, has been appointed manager of sales of the Hughes & Ryder Co., Oxford, Ohio.



Tie a String on Your Wife's Finger

—as a reminder, when she goes shopping, to order

KNOX

SPARKLING GELATINE
(Granulated)

You will, thereby, help her to solve the daily dessert problem.

You will, also, put *yourself* in the way of getting some of the most inviting and appetizing desserts, puddings and salads you've ever tasted.

Particularly pleasing, at this time, are the desserts which can be made with Knox Gelatine and the seasonable fruits and berries.

Let us send to your home address our new Illustrated Recipe Book, together with a pint sample package (both sent for a 2c stamp). Will you also favor us with your grocer's name?

CHARLES B. KNOX Co., Inc.
100 Knox Av., Johnstown, N.Y.

The Little Schoolmaster's Classroom

THE Schoolmaster, was fortunate enough to come across a newspaper advertisement of Dan Shafer, who conducts a general store at Gallipolis, Ohio. His announcement consists of a platform of the thirty planks on which his business is run. Evidently Dan believes that in store-keeping, as in living, it is wise to get back to first principles. There is space to quote just a few of the reasons Mr. Shafer advances to show that trading with him is desirable:

(1) I have no expensive, large or extravagant family to keep.

(2) I have no costly fraternal, social or religious obligations.

(4) I never allow accounts to get larger than the customer's weekly wages.

(11) I never give anything to strange beggars.

(13) I never get the opera or picture-show fever.

(18) I am "business manager" myself and specialty salesmen can't run my affairs.

There are twenty-four other planks of this kind, but enough have been quoted to give an idea of their character.

Obviously this Gallipolis merchant is of the opinion that the way to reduce the high cost of living is to cut out all the frills, fancies and furbelows of retailing, usually grouped under the general term of "service." Perhaps Dan is half-right after all. While the idea of service in every department of business is growing, it is a question if in some directions it is not being carried too far. When a grocer offers to deliver every five-cent purchase that is made of him, just because a good customer once asked him to deliver a yeast cake, isn't it time for us to call a halt on unnecessary extension of service?

* * *

Some time ago, the wife of a large customer of a well-known manufacturer was giving a reception. She wanted for the occasion a package of a special prod-

uct that this concern makes and which her husband didn't have in stock. A hurry-up order was dispatched to the manufacturer. Such a short time was allowed for the delivery of the small shipment that he feared to entrust it to the mails, and hence sent a special messenger with it—a distance of several hundred miles. Flattered with this astonishing service, it has since become customary for this fine lady to summon a messenger from some distant city with something or another almost every time she entertains.

* * *

To decry the growth of legitimate service is to brand oneself as a reactionary, but isn't much of this that bears the euphonious term "serving the customer" in the same class with the performance of the man who hands over his watch to the highwayman who has a gun leveled at him? Every business man is occasionally called upon to render some exceptional service. Very often it is good policy to yield, but when the extraordinary service, which special circumstances seem to warrant, is allowed to become the regular, expected service, which frequently happens, too much overhead is being piled on a business.

* * *

The following letter is so evidently written from the heart out that the Schoolmaster prints it without embellishment.

"You can take it from me that when I read that 'Advertising Wanderlust' article in PRINTERS' INK, I was pretty sore. The very idea of telling us advertising men that we didn't know enough about business! I was just on the point of penning a rejoinder which would make that General Manager smart, if it ever got printed. Then I happened to think of an incident which occurred in this department a while ago, and first thing you know I was saying to myself, 'The man's right.' I had never thought of it just that way

before, but I see now that the G. M. knows what he is talking about.

* * *

"The incident I referred to is this: About a year ago we had a new edition of our dealer booklet to get out, and as you know, it is a fussy job to put technical arguments into language which

will get by with grocers and hardware men. It was assigned to me, and I laid myself out on it. I worked up a peach of an opening, setting forth the trials of the poor retailer in such a way as to bring tears to his eyes. Then I sprung the proposition on him. 'This, then, is what we offer you—a way to end that worry and uncertainty

Which Finds Garcia ?

Advertisers are questioning the value of circulation which is merely general (including an *unknown* percentage of "waste"—a percentage the *extent of which cannot even be estimated*). They are comparing the usefulness of such circulation with that of those highly specialized periodicals the circulation of which is *known to be absolutely "net."* Of course, all advertisers aren't on to this yet, but—the number is increasing agreeably all the time. And—such advertisers are pulling down big profits thru *investment* of their appropriations instead of handling them "on spec." Might I ask where you stand? I could furnish you some very convincing evidence on this subject.

GOOD HEALTH 1806 W. Main Street
Battle Creek, Mich.



SHOES for MEN

THIS RALSTON is made with Du-Flex Soles which give you the pliancy of rubber and the strength of leather—better than either because combining the strong points of both. Damp-proof, of course.

RALSTON HEALTH SHOEMAKERS
Brockton (Campello), Mass.

Retails in 2000 good shops mostly at \$5, some styles at \$4, some at \$6. We'd be glad to send booklet.

TO DEALERS: This shoe is IN STOCK [No. 244] tan russet calf oxford, Du Flex sole and heel. Beverly Last.

Your kind of a Shoe



"GIBBONS Knows CANADA"

The Chief Sales and Advertising Executive of a Large Corporation

the annual sales of which total about a million dollars through the marketing of a difficult household specialty over North America, has reached the limit of his present responsibility and now seeks a larger opportunity in either or both of the above capacities.

Experience comprehensive, references from employers and business acquaintances of repute as to ability and character. Correspondence invited. Address

"B", Box 476, PRINTERS' INK.



Unusual training, exceptional agency experience, hand-in-glove worker on big national campaigns (many of them automobile accounts). Capable of conferring with clients, grasping salient sales-points and keeping them to the fore throughout campaign. 33 years old, married, now in Middle West, and want audience with big national agency needing big man. *Creative selling art* of the hard-to-find kind is what I specialize in producing—and have produced. Can furnish concrete evidence to honestly interested agency executives. Address EXPERT, Box 477, Printers' Ink.

forever.' If that didn't fetch the boss I'd like to know what would! I laid the copy on his desk with pride. Two days later it came back with the following notation in familiar—alas, too familiar—blue pencil: 'Walk up, ladies and gentlemen, and behold the only two-horned rhinoceros in captivity!' Only that and nothing more.

* * *

"Next day Bill took a shot at the booklet. Bill is a genius when it comes to engineers' lingo, but he doesn't make much of a hit with the lay public. So his attempt was a fizzle, though he escaped without getting his feelings hurt. Back came the copy to me, and I wrote it all over again. Three times and out! 'Sounds like you wrote this with a pair of shears and the advertising scrap-book,' said the boss. 'It seems I can't get anything done around here unless I do it myself, and I suppose this book will hang around the shop until I write it.' And to make a long story short, he did write it. He called in the best stenographer in the department and spent the whole afternoon charging up and down the room and dictating. And after the kinks were straightened out of the copy, and some of the phraseology was smoothed down, we had—not one—but *two* of the best booklets which the company ever sent out—bar none.

"Now the boss was writing about the very same thing that Bill and I were, and he used the same arguments mostly—the only arguments there are. There wasn't anything particularly spectacular about it, nothing that was so terribly clever, or unique, or unusual. But it *went*—I can't think of a better way to express it. Every sentence had conviction-written all over it, and from the first line to the last there wasn't a place for doubt to creep in. When the boss took hold of a fact he didn't paw the air after it and then juggle it around as if he was half afraid of it. He had plenty of speed and perfect control. When he started to say something he knew just exactly where it was going to land. He didn't cover up his subject with

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a veneer of words, and there was none of that tortuous phraseology which we so often use as a compromise with conditions we don't thoroughly understand. It was as clean-cut a piece of workmanship as I ever saw, and I've seen many pieces of copy which were touted as world-beaters.

* * *

"For a while I thought that the boss had made a lucky hit in a moment of inspiration, and that he couldn't repeat. But he did repeat a time or two when we got snagged up on some minor matters of trade-paper copy and the like. Then I began to believe that he was a genius who had missed his calling by not getting into the writing line for keeps. But the local ad club signed him up for a speech on the railroad situation, and he turned his manuscript over to me for revision. It certainly was a mess, and I concluded that my opinion of his genius would have to be edited somewhat. I never really got the right slant on the boss until I read the 'Wanderlust' article, and after my wounded pride stopped smarting I began to see that the boss could write so well about his own business simply because he *knew his business*. Bill and I fell down because we were trying to write about something which we didn't thoroughly understand. The boss was as familiar with his subject as he is with his own bedroom. He can walk around in it in the dark without barking his shins on the furniture."

50,000
Retail
Merchants

Are Paid Subscribers Of The
MERCHANTS TRADE JOURNAL
— At \$3.00 Per Year —

New York, Chicago, Boston,
Des Moines.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

PAUL BROWN
COMMERCIAL ARTIST

456-42-AVE,
NEW YORK.

ROOM 504

PHONE
7733 MADISON SQ.



Hold Up! Read This!

Let us show you lantern slides
"utterly different".
Samples on request.

Columbia Slide Co.
21 S. Fifth Ave. Chicago

**What to Buy—What to Pay—
Exactly What's What in**

CANADA

Recognized authority regarding trade conditions and advertising in Canada is LYDIATT'S BOOK—350 pages, with adv. rates, circulation, col. sizes, closing dates, etc., all publications. (Not an agency directory.) \$2 Postpaid.

W. A. LYDIATT, 53 Yonge St., TORONTO, CAN.

TIM THRIFT

Advertising Manager of the American Multigraph Sales Co., E. 40th St. & Kelley Ave., Cleveland, Ohio, wants an assistant. Ability to write copy—particularly sales house organ matter—more important than "expert knowledge" of advertising. Apply by mail, not in person. Send photograph and samples of work with application.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BOOKLETS

Send 10c (stamps) for case of samples (and prices) of envelope size booklets that look good but cost little because manufacturing methods have been standardized. The Dando Company (Manufacturers, 42 So. 3rd St., Phila., Pa.

FOR RENT

OFFICE SPACE TO SUBLET

Large or small. Facilities suited to Publisher or Advertising Agency, Tenth Floor, 450 Fourth Avenue.

HELP WANTED

Advertising solicitors; liberal commission paid for tips on circulation, letter, booklet and direct advertising accounts. Box 855, care Printers' Ink.

"Agency wants a salesman who can really sell advertising service."

Address Box 895, care Printers' Ink.

WANTED—Salesmen in cities of 25,000 and over to handle line of direct advertising and service for established and successful concern. Straight commission. Our men are making from \$3,000 to \$5,000 a year. Address A. E. Stevens, Sales Mgr., 638 Federal St., Chicago.

Wanted: Four salesmen. The men we want must be big producers, who are now selling store display or other dealer-helps to large advertisers. We have a most attractive offer, but only for such men as can show that they are now doing big things in this line. The following exclusive territory is open: New York, Boston, Philadelphia, Chicago. The basis of working is strictly commission. Give full particulars in detail in first letter. Address Box 889, PRINTERS' INK, New York City.

STENOGRAPHER OFFICE ASSISTANT. Opportunity for competent young man with initiative busy newspaper special representative's office. Neat, thorough, able to take responsibility. Box 898, Printers' Ink.

Window Display Man

A large national advertiser has an opening for a good window display man. Give full particulars, training, experience, salary expected, etc.

Box 896, Printers' Ink.

Advertising solicitor wanted by large Special Agency representing daily newspapers. Prefer man who is well acquainted with New York advertising agents and has had successful experience as an advertising solicitor. Address in confidence, stating salary wanted, age and references. Permanent position and advancement for right man open June first. Box 880, Printers' Ink.

POSITIONS WANTED

Magazine man, able writer, knows copy desk, make-up, layouts; wide publishing experience. 26, wants New York position. Box 881, Printers' Ink.

YOUNG (live wire) SALESMAN for manufacturer or sales agent. Experienced road, city and retail selling. Plugger. Up to the minute on advertising and selling co-operation. Box 882, Printers' Ink.

Office Executive, age 35, now and for over five years with largest concern of its kind in country. Systematizer, correspondent, can take full charge. Fair knowledge of Spanish. Highest references exchanged. Box 883, care Printers' Ink.

I WANT THAT JOB

I am 27 years old; energetic, ambitious and adaptable; five years' advertising experience, writing and soliciting, backed by a university education. I have written copy for two big corporations and for the copy department of a big newspaper. I know how to buy space and plan campaigns.

Several important people will endorse my character and ability, but I want to get on the job and show you. Box 894, care of Printers' Ink.

English woman journalist, with good credentials, wants permanent position with magazine, or any book concern, or as publisher's reader. Moderate salary. Box 890, Printers' Ink.

Special Representative in Chicago who produces results for Farm Papers wants to add to his list one high class publication of concentrated circulation. Address Box 897, Printers' Ink.

North, East, South, West

there must be some progressive organization that needs a man with the punch. Age 25, have seven years' experience in correspondence, advertising and mail-order business getting. I have the pep to carry your message to "Garcia." Try me and see. Box 886, Printers' Ink.

Advertising Assistant

possessing copywriting ability, age 20, thoroughly grounded in the fundamentals of advertising, analytical mind, graduate Y. M. C. A. advertising class, two years general agency experience. I desire connections with growing agency, department store or manufacturer. Salary commensurate.

R.S.V.P. Box 887, Printers' Ink

Artist with exceptional experience in producing high class lettering and designs for folders, booklets, borders, labels, etc., desires steady position in New York. Box 893, Printers' Ink.

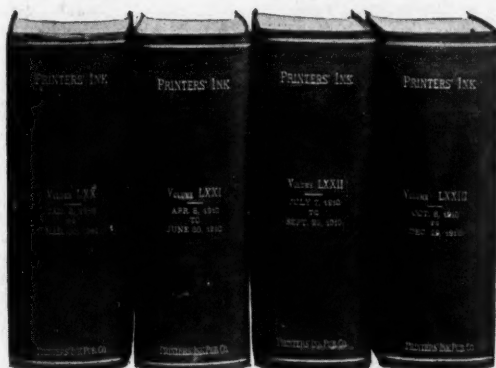
I Have Made Good

as advertising manager, with a manufacturer of a hard-selling line. Now employed but want larger opportunity. Age 28. Box 885, care Printers' Ink.

"I INCREASED THEIR SALES"

This Young Man having produced results for a 100-year-old Concern and built up a young going business —can produce and increase business for some healthy organization with spirit and foresight enough to send for him.

Creative Advertiser — Sales Mgr. — Executive. Invites Your Acid Test. Box 891, P. I.



"We, of Course, Have a Complete File of PRINTERS' INK"

says the Weis Manufacturing Co. in a recent letter. The italics are ours. Evidently this manufacturer and advertiser considers it natural to keep a complete file of PRINTERS' INK and to have ready for reference at any time the valuable data contained in its pages from week to week. Do you keep a complete file?

PRINTERS' INK PUBLISHING COMPANY, 185 Madison Avenue, NEW YORK

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ADVERTISING RATES—Display

\$150 double page, \$75 a page, \$37.50 half page, \$18.75 quarter page
Smaller space 40c per agate line—Minimum, one inch

PREFERRED POSITIONS

Second Cover..... \$90 Pages 7, 9, 11 or 13..... \$90
Page 5..... 100 Standard Double Spread... 180

No Great Successes

come through chance alone. The measure of your **SERVICE** is the measure of your **REWARD**. It's what you **GIVE** that determines what you **GET**. The Chicago Tribune's enormous circulation is due to the most unusual **SERVICE** it renders to its readers. Its unexampled *leadership in advertising* is due to unexampled **SERVICE** given to its advertisers.

*Write for The Chicago Tribune's New Book,
"WINNING A GREAT
MARKET ON FACTS."*

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation over $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco